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SEPTEMBER 1, 1936

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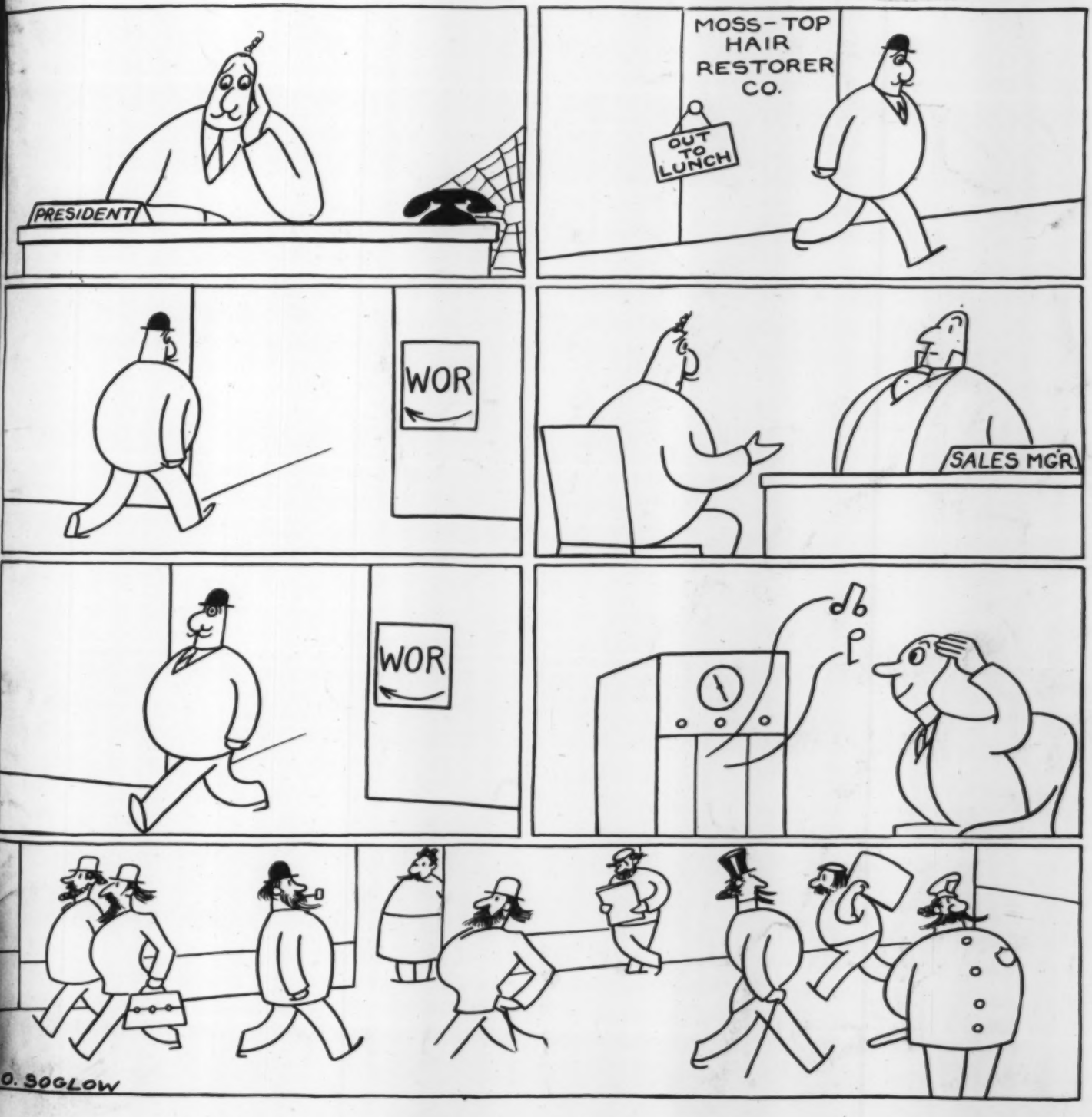

Presenting
New Thesaurus Artists

Howard Vincent O'Brien—*Commentator* • Pinky Lee, The Sailor—*Comedian*

• These outstanding artists have been added to the ever-increasing list of THESAURUS talent—one of the reasons why THESAURUS programs are creating appreciative audiences and pleased sponsors for the 160 station subscribers using THESAURUS.

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HOWARD VINCENT O'BRIEN. Prominent American journalist, columnist and radio commentator, who contributes a series of brief but highly interesting talks covering a variety of subjects from politics to Parisian plumbing.

THE COMEDIAN

PINKY LEE, THE SAILOR. The diminutive star of stage and radio whose humorous experiences are sure-fire laugh provokers.

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A RADIO CORPORATION OF AMERICA SERVICE

Electrical Transcription Service

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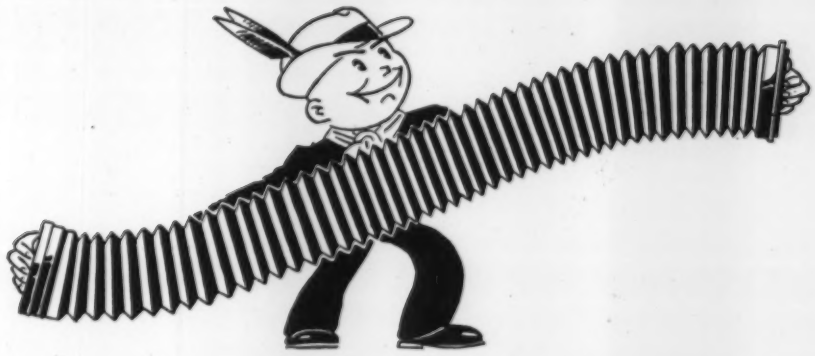

Expanding your selling range in New England with one medium

THE NEW YANKEE NETWORK

11 STATIONS

WNAC	Boston, Mass.
WTIC	Hartford, Conn.
WEAN	Providence, R.I.
WTAG	Worcester, Mass.
WICC	Bridgeport, Conn.
WCSH	Portland, Me.
WLBZ	Bangor, Me.
WFEA	Manchester, N. H.
WSAR	Fall River, Mass.
WNBH	New Bedford, Mass.
WLLH	Lowell, Mass.

THE new Yankee Network offers you concentrated coverage in all of New England's major markets, with the dominant station in each locality.

Thirteen out of ninety-three cities in the United States with populations of more than 100,000 are in New England. Nine of these cities have Yankee Network studios. Each of the other four cities is within the intense listening area of a Yankee Network station.

Now with added power in the new Yankee Network, you may be assured of complete market coverage in New England.

Here are the new members:

WTIC, Hartford — 50,000 watts day and night
WTAG, Worcester — 1000 watts day and night
WCSH, Portland — 2500 watts days and 1000 watts nights
WSAR, Fall River — 1000 watts day and night

WNAC, Boston, the key station, now has 5000 watts daytime.

WEAN, Providence, will have 1000 watts unlimited time.

Dominate the New England sales market with the new Yankee Network.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

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XUM

COLGATE-PALMOLIVE PEET SPONSORS NEW NA

DU PONT RENEWS "CAVALCADE OF AMER

SCRIPPS-HOWARD BROADCASTS LOUIS SHARKEY
FIGHT COAST-TO-COAST ON CBS

LEVER BROTHERS RENEW CBS CONTRACT

HORMEL CONTINUES ON
CBS FOR SECOND YEAR

TEXAS COMPANY SPONSORS EDDIE CANTOR
"AND CO." IN FALL CBS SERIES

CHEVROLET AND NASH MOTORS ON CBS FALL SCHEDULE

HEADLINES . . . HAD
tell the CO

N. Y. PHILHARMONIC SIGNS NEW
5-YEAR EXCLUSIVE CONTRACT WITH C

PET MILK CO. ADDS EVENING HALF-HOUR TO FALL SCHEDULE

CBS' 28th OLYMPIC PROGRAM SETS TRANSATLANTIC EL

PITTSBURGH PLATE GLASS, NE

XUM

AT NWIDE PROGRAM

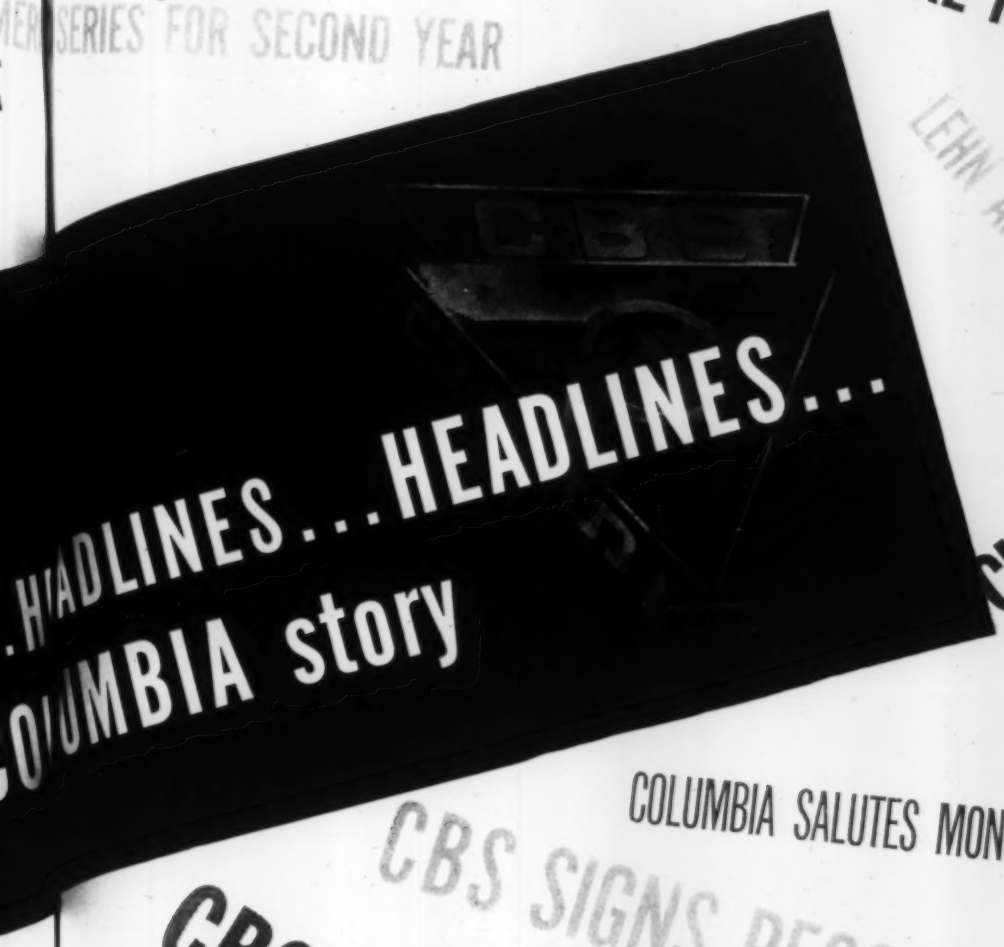
CBS JULY BILLINGS UP 42% IN SEVENTH RECORD-BREAKING MONTH

LUCKY STRIKE RENEWS ON CBS

MER SERIES FOR SECOND YEAR

GENERAL MILLS SIGNS RADIO'S LARGEST TIME CONTRACT WITH CBS

LEHN AND FINK SPONSOR NEW DAYTIME SERIES



..HEADLINES...HEADLINES...
COLUMBIA story

CHESTERFIELD AND LUX RENEW FOR 52 WEEKS

COLUMBIA SALUTES MONTANA STATIONS JOINING NETWORK

CBS SIGNS RECORD-BREAKING VOLUME OF BUSINESS FOR FALL, 1936

CBS FORD PROGRAM CONTINUES

IEW

NTIC RELAY RECORD

NE RADIO ADVERTISER, SPONSORS PITTSBUR SYMPHONY ON CBS

XUM

"He's just nuts about spots!"

MOST advertisers who've ever really tried "spots" realize that in no other way can you get quite the same effectiveness and economy in radio.

By "spots" we don't necessarily mean 50 or 100-word announcements—though we can name some companies that have become *big shots with little spots.*

Buying a network is sometimes like buying a "deal" in merchandise — a few articles that you really need, plus a few articles that you *don't* want—all at a "bargain price" that's *higher* than you'd pay for the needed articles alone.

But when you buy spots — well, we see you're way ahead of us!

Shall we wrap you up a nice assortment of razor blades, shoe buttons and asthma remedy? All right, then — tell us what you *do* want!

FREE & SLEININGER, INC.

Radio Station Representatives

JAMES L. FREE, *Pres.-Treas.* H. PRESTON PETERS, *V. P.-Sec.*

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
WHO . . (NBC) . . Des Moines	WAVE . (NBC) . . . Louisville		KSD . . (NBC) . . St. Louis	
WGR-WKBW (CBS) . . . Buffalo	WTCN . . . Minneapolis-St. Paul		KFWB . . . . . Los Angeles	
WHK . . . (CBS) . . Cleveland	KOIL . (NBC) . . . . Omaha		KOIN-KALE (CBS) . . . Portland	
KMBC . . (CBS) . Kansas City			KOL . . (CBS) . . . Seattle	

BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 5 WASHINGTON, D. C., SEPTEMBER 1, 1936 $3.00 A YEAR — 15c A COPY

Fall Time Sales Point to 100-Million Year

By SOL TAISHOFF

Business Is Well Ahead of Last Year in All Branches; Many Advertisers Replacing Spots With Programs

RIDING a wave of unequaled public and advertiser acceptance, broadcasting is entering the fall season with more business booked than any other time in history and with every sign pointing to the first $100,000,000 year for time sales.

In all branches—network, transcription, spot and local — fall business is running substantially ahead of last year, which for the calendar 12 months smashed all records with a gross exceeding $87,000,000. A survey by BROADCASTING discloses enthusiasm on every side over prospects for business — enthusiasm solidly founded upon contracts in hand and bookings in view.

That the $100,000,000 mark will be eclipsed is revealed in the business statistics for the first half of the year (usually the smallest half) of nearly $51,000,000. [BROADCASTING, Aug. 15.] And that figure is 12.7% higher than for the first six months of last year.

Network Bookings

FOR preferred evening hours and for a substantial amount of daytime, both CBS and NBC-Red networks are almost solidly booked beginning this month. The NBC-Blue is lagging behind somewhat, yet it is offering a dozen new accounts beginning this month. Mutual, newest of the networks, has shown a considerable increase not only in business but in supplemental station outlets over which these accounts will be placed. Regional networks likewise report an upswing for the fall.

Checks with major stations in key markets, primarily those on the national networks, disclose virtual sellouts of evening time, due largely to clearances for network programs plus the unusually heavy volume of national spot. The time-clearance problem with them is becoming more and more acute, and in not a few instances it is reflected in rate increases based upon expanded audience as well as unavailability of open periods.

In the transcription spot field, World Broadcasting System reports that accounts literally "are rolling in", as national and regional accounts follow the lead of such bellwethers in the spot field as Chevrolet and Ford by supplementing network presentations with transcriptions. Moreover, the newspaper method of using more than one outlet of a medium in each market to present the advertisers' story is being adopted by more and more radio accounts with resultant increases in spot business.

One of the healthiest signs evolving from current time demands is the gradual reduction in spot announcements, and substitution of five and 15-minute programs. Short spots having often been frowned upon as least desirable business, broadcasters in the past have had no alternative but to accept them in many cases in such volume as frequently to clutter up their schedules. The diminution in spots and the corresponding increase in program commercials is striking a responsive chord not only with the public but with advertisers, who are becoming more meticulous about the radio company they keep and their "before and after" advertisers.

Another indication of transcription prospects was reflected in the recent important change in policy by NBC which announced that hereafter its transcription facilities are available to network clients for spot transcription placements on any stations they may select. Because NBC heretofore has restricted such placement to its own affiliated stations or to those non-competitive with affiliates, this is seen as a definite step by NBC to invade spot transcriptions on a basis competitive with others in the "custom-made" field.

More important to the industry as a whole is the fact that the influx of new accounts to radio is tending toward weeding out of undesirable ones. Laxative and medical accounts, while not disbarred under any laws, are still regarded generally as not in the best of taste. More than noticeable has been the pruning down of such accounts, particularly at peak times, and their replacement with business in the more desirable lines. The increase in symphonic and other better musical programs is a notable trend that will be more evident this fall and winter.

The Federal Communications Commission, whose reactions have been regarded as a barometer, has not cited a station for several months, so far as known, because of program complaints. A year ago there were a dozen a week.

Affiliates Annoyed

BUT THE rise in business, notably spot, has also been accompanied by a revival of feeling on the part of network-affiliated stations over their contractural arrangements with networks. Irked over their inability to clear time in many instances for premium spot business because of network commitments, some stations have given vent to their feeling that the differential between what the networks charge for their time and the amount they receive from the networks should be narrowed.

Stations naturally are inclined toward spot business, which brings national card rates minus sales commissions, as against network programs which yield substantially less in most cases. Nothing resembling a mass movement on this, however, has developed, but individual station owners have been

Fall Premieres Scheduled on the Networks . . . .

NBC

Sept. 2

Goodyear Tire & Rubber Co., Akron, *Literary Digest Nationwide Poll Results*, Mon., Wed., Fri., 7:15-7:30 p. m., 7:45-8 p. m., 11:15-11:30 p. m. respectively (Blue). Agency: Arthur Kudner Inc., N. Y.

Sept. 3

John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), *Tea Time at Morrell's*, Thurs., 4-4:30 p. m. (Red). Agency: Henri, Hurst & McDonald Inc., Chicago.

Bowey's Inc., Chicago (Dari-Rich), *While the City Sleeps*, Thurs., 5-5:15 p. m., Sun., 1:30-1:45 p. m., switching Sept. 29 to Tues., 5-5:15 p. m. (Red). Agency: Russell C. Comer Adv. Co., Chicago.

Sept. 4

Macfadden Publications Inc., New York (True Story magazine), renews *True Story Court of Human Relations*, Fri., 9:30-10 p. m., repeat at 12:30 a. m. (Red). Agency: Arthur Kudner Inc., N. Y.

Wasey Products Inc., New York (Barbasol), *Singin' Sam*, Fri., 8:15-8:30 p. m., repeat at 11:30 p. m. for Bost toothpaste (Red). Agency: Erwin, Wasey & Co. Inc., N. Y.

Sinclair Refining Co., New York (oil products), *Red Grange*, Fri., 10:30-10:45 p. m. (Red); *Sinclair Minstrels*, Mon., 9-9:30 p. m. (Blue). Agency: Federal Adv. Agency Inc., N. Y.

Campana Sales Co., Batavia, Ill. (Italian Balm), *First Nighter*, Fri., 10-10:30 p. m. (Red). Agency: Aubrey, Moore & Wallace Inc., Chicago.

(*Continued on page 58*)

CBS

Sept. 2

H. J. Heinz Co., Pittsburgh (canned foods), *The Magazine of the Air*, Mon., Wed., Fri., 11-11:30 a. m. with repeat at 3 p. m. Agency: Maxon Inc., Detroit.

Sept. 6

Gillette Safety Razor Co., Boston (safety razors), *Community Sing program*, Sun., 10-10:45 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

Sept. 13

Pittsburgh Plate Glass Co., Pittsburgh (institutional), *Pittsburgh Symphony Orchestra*, Sun., 2-2:45 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N.Y.

Sept. 14

Maltex Cereal Co., Burlington, Vt. (cereals), *Treasure Adventures of Donald Ayer*, Mon., Wed., Fri., 5:30-5:45 p. m. Agency: J. M. Mathes Inc., N. Y.

Sept. 15 (tentative)

American Home Products Co., New York, Mon., thru Fri., 12:30-1:15 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

Sept. 17

Great Atlantic & Pacific Tea Co., New York (chain grocers), *Kate Smith Variety Show*, Thurs., 8-9 p. m. Agency: Paris & Peart Inc., N. Y.

Chrysler Corp., Detroit (institutional), *Major Bowes' Amateurs*, Thurs., 9-10 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

Sears Roebuck & Co., Chicago (mail order house), *Golden Jubilee Musical Drama*, Thurs., 10-10:30 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

(*Continued on page 58*)

Mutual

Sept. 2

Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Hotel & Crazy Crystals), *Inquiring Reporter*, Mon., Wed., Fri., 1-1:15 p. m., on WOR, WSAI, WGR, CKLW, WFIL, WSM, WCAE, WGAR, WRVA; WAAB (Sept. 14); WBAL (Sept. 28). Agency: Luckey Bowman Inc., N. Y.

Sept. 18

Gruen Watch Maker's Guild, Cincinnati (watches) *Time Flies With Hawks*, Fri., 8-8:30 p. m., on WLW, WOR, WGN, CKLW. Agency: DeGarmo Corp., N. Y.

Sept. 27

H. Fendrich Inc., Evansville, Ind. (Charles Denby cigar), *Smoke Dreams*, Sun., 1:30-2 p. m., on WLW, WGN, CKLW, WGAR, WSM. Agency: Ruthrauff & Ryan Inc., Chicago.

Sept. 28

Sterling Products Inc., New York, Mon. thru Fri., 2:30-2:45 p. m. on 3 stations. Agency: Blackett-Sample-Hummert Inc., N. Y.

Grove Laboratories Inc., St. Louis (Bromo Quinine), *Gabriel Heatter*, Mon., thru Thurs., 7:45-8 p. m. to WFIL, WBAL, WCAE, repeat at 9 p. m. for WOR, WGN, CKLW, WAAB. Agency: Stack-Goble Adv. Agency Inc., N. Y.

Nov. 4

Murine Co., Chicago (eye wash), *Listen to This*, Wed., 8:30-9 p. m. on 7 stations. Agency: Neisser-Meyerhoff Inc., Chicago.

Lutheran Layman's League, St. Louis (religious), *Lutheran Hour*, Sun., 1-1:30 p. m., on 13 stations. Agency: Kelly & Stuhlman Inc., St. Louis.

conferring with network officials of late with redoubled vigor, it is reported.

The business this fall, according to informed broadcasting opinion, can be attributed not only to general business recovery, but to the sounder promotional efforts on the part of groups in the industry. The greater advertiser-awareness of broadcasting has developed from the top because of improved program trends, and because of the phenomenal successes achieved by many old-line firms through judicious presentations of programs and commercials.

Everything points to greater improvement in programs and in quality of broadcast commercials as this trend gains momentum. The increase in institutional programs of high quality, such as those fostered by department stores and banks, is regarded as outstanding recognition of this fact.

The fact that 1936 is a campaign year is contributing to the income of independent stations rather generally. In the case of the major networks, however, political broadcasts do not mean increased revenue on the whole, since in many cases regular commercials must be displaced and the sponsor and talent reimbursed, though the major parties have shown an inclination to buy fixed periods of open time on late evening schedules.

Transcription Campaigns During Autumn Planned By Three Shoe Concerns

THREE big St. Louis shoe manufacturing concerns have recorded one-minute transcriptions for campaigns during the fall, all cut by Premier Radio Enterprises Inc., St. Louis, and placed through agencies in that city. Through Jimm Daugherty Inc., the Central Shoe Co. (Perfect-Eze and Robin Hood shoes), a new series will be placed to supplement its 15-minute *Old Scoutmaster* series which will continue to be broadcast this fall.

The others planning transcription announcement campaigns are Brown Shoe Co. (Air-Step shoes), through Gardner Adv. Agency, St. Louis, and Wohl Shoe Co. (Paris Fashion shoes), through Louis E. Westheimer & Co., St. Louis.

In addition, Premier Radio Enterprises has recorded the first 13 episodes of a new 15-minute program for Roberts, Johnson & Rand, a branch of the International Shoe Co., St. Louis, for its Poll Parrot shoes, this program to be placed on about 100 stations. The show is *The Cruise of the Poll Parrot* and it replaces the *Treasure Trove* series used last season.

National Biscuit Golf

NATIONAL BISCUIT Co., New York, will broadcast the National Amateur Golf Tournament at Garden City, L. I., the week of Sept. 14 on a nationwide NBC-Red network of 64 stations. The broadcast schedule will consist of a daily resume, Sept. 14-18, 5:45-6 p. m., and two programs on Sept. 19, the first 2-2:15 p. m., and an hour program sometime between 2:15 p. m. and 6 p. m., depending on progress of the tournament. The last program will cover actual play of the final round. McCann-Erickson Inc., New York, placed the account.

Network Time Sales Set Record in July; NBC-Red Tops All-time Mark for Month

JULY revenue figures released by CBS, NBC and Mutual reveal that all existing records for the month were broken, the four networks accounting for a total of $3,832,319 in time sales, although it was an unusually hot month.

NBC-Red network reported July receipts of $1,613,148, an increase of 14.6% over 1935 and the largest figure any network has reported for July since the beginning of broadcasting. Still more, it is the first time any network has billed more business in July than in June. The high percentage of renewals which NBC-Red has signed, with sponsors anxious to retain their time periods, is responsible for this trend.

While NBC-Red turned in the greatest amount of sales volume CBS reported the largest July percentage increase, 42%, as compared with July, 1935. CBS July sales were $1,292,775. This is the first time that CBS July billings have run into the million dollar column and the seventh consecutive month that the percentage column has shown an increase as compared with the previous year. After two months in which declines were shown, NBC-Blue July receipts recorded a 1.8% increase over July, 1935, amounting to $816,835.

Combined NBC sales for July were $2,429,983, an increase of 10% over July, 1935. Mutual had July billings of $109,561, 74.8% above July, 1935. How much basic and associated stations contribute Mutual has decided to cease divulging.

Networks' Gross Monthly Time Sales

		1936	% Gain Over 1935	1935*	1934	1933
			NBC			
Jan.	Red	$1,725,172	—7.37	$2,895,037	$2,391,667	$1,869,885
	Blue	956,643				
Feb.	Red	1,697,524	—1.60	2,758,319	2,211,637	1,742,784
	Blue	1,016,776				
March	Red	1,915,357	.42	3,025,308	2,507,890	1,997,463
	Blue	1,122,516				
April	Red	1,762,201	2.23	2,682,143	2,373,890	1,690,177
	Blue	979,727				
May	Red	1,650,046	—4.64	2,685,211	2,475,173	1,662,887
	Blue	911,674				
June	Red	1,490,426	—2.41	2,380,845	2,177,857	1,512,139
	Blue	833,030				
July	Red	1,613,148	10.01	2,208,935	1,864,420	1,370,993
	Blue	816,835				
			CBS			
January		$1,901,023	7	$1,768,949	$1,405,948	$941,46[illegible]
February		1,909,146	15.4	1,654,461	1,387,823	884,977
March		2,172,382	18.7	1,829,553	1,524,904	1,016,102
April		1,951,397	20.8	1,615,389	1,371,601	775,487
May		1,749,517	35.9	1,287,455	1,255,887	624,256
June		1,502,768	40.9	1,066,729	925,939	553,056
July		1,292,775	42.	910,470	630,290	445,414
			MBS			
January		$166,266	155.6	$65,024	.....	.....
February		162,358	142.5	66,946	.....	.....
March		191,483	113.8	94,180	.....	.....
April		139,834	18.5	118,045	.....	.....
May		129,907	16.5	111,497	.....	.....
June		104,510	15.1	90,692	.....	.....
July		109,561	74.8	62,648	.....	.....

*Prior to Jan. 1, 1936, when NBC inaugurated two coast-to-coast networks, no separate Red and Blue figures were issued by NBC.

J. V. Connolly Is Named New Hearst Radio Chief

Mr. Connolly

SUCCEEDING T. J. White, who has been named chairman of the directing board of all Hearst enterprises, Joseph V. Connolly, president of King Features Syndicate, has been elected president and a director of Hearst Radio Inc., operating and representing the 10 Hearst-owned broadcasting stations, according to announcement Aug. 20. Mr. Connolly, as president of the Hearst syndicate subsidiary, also heads Hearst's International News Service, Universal service and International News Photos.

Other Hearst Radio officers are: Emile J. Gough, R. F. McCauley, Elliott Roosevelt, vice presidents; O. H. Tunell, treasurer; W. E. Miller, secretary. Directors are Mr. Connolly, Mr. Gough, Mr. Tunnell, Mr. Miller, Mr. McCauley.

NEW YORKER GETS WPEN-WRAX OPTION

AN OPTION to purchase WPEN and WRAX, Philadelphia, for a price of $240,000 has been acquired from the Wm. Penn Broadcasting Co., licensee, by Russell Feldman, of New York, who was identified with the recent sale of KNX to CBS and who participated in the arrangements last year for placing part of the stock of WJR on the market.

Mr. Feldman, it is understood, may dispose of the station to other interests since he himself is not an operator. The option was acquired late in July from Paul Harron and Clarence Taubel, chief stockholders in the Wm. Penn Broadcasting Co., who also own WFAB, New York; who recently purchased WHOM, Jersey City, and who operate WTNJ, Trenton, under lease.

The two stations share the 920 kc. regional frequency with 500 watts day and 250 watts night. They have specialized in foreign-language programs.

Disc Sponsorships To Gain in Autumn

WBS Cutting Campaigns for More National Advertisers

WITH NATIONAL transcription volume reporting a 52.9% gain for the first half of 1936 over the same 1935 period, new contracts coming into World Broadcasting System offices point to an even greater increase for the second six months of this year.

A dealer cooperative campaign for General Electric through Maxon Inc. has been approved, with the list of stations not completely set. The program, known as *The Bandmaster*, is being recorded at WBS studios, 711 Fifth Ave., New York. Production is under the direction of Henry Heyward, and dealers are expected to place the 13 quarter-hour programs in markets throughout the country.

Sterling's Fifth Renewal

ONE OF RADIO'S most popular dramatic programs, *Dick Tracy*, has been renewed for the fifth time by Sterling Products Inc., starting a second year with WBS. The present station list of 13 cities will probably be increased by Stack-Goble Adv. Agency. The 13-week renewal calls for 52 broadcasts, four per week, bringing the total series to 260 episodes which have been recorded by World.

A newcomer to the transcription field is Montgomery Ward, Chicago mail order house, which is appealing to housewives in rural markets through a program titled *The Travels of Mary Ward*. The 15-minute dramatic scripts, five a week, recorded by WBS in Chicago, started Aug. 24th. Fourteen stations in the Midwest are carrying the program. Ferry-Hanly Co., Kansas City, is the agency.

E. R. Squibb & Sons Inc., through Geyer, Cornell & Newell Inc., is using WBS transcriptions on four Pacific Coast and Midwest stations, the program presenting Rae Giersdorf and the music of Frank Cornwell's orchestra. This is a 15-minute program heard three times a week. It started Aug. 10.

Procter & Gamble Co., Cincinnati (Drene) will place weekly quarter-hour Jack Randolph discs, recorded by WBS, on 37 stations through H. W. Kastor & Sons Adv. Co. Inc., Chicago.

For Lava soap, P. & G. will place *Houseboat Hanna*, WBS 15-minute discs.

(Continued on page 60)

Blue Coal Disc Series

DELAWARE & LACKAWANNA COAL Co., New York (Blue Coal) on Oct. 1 will start its annual autumn radio campaign using 22 stations in the East. This season the campaign will be devoted exclusively to transcriptions, a 26-week series featuring Jackie Cooper, juvenile screen star, as master of ceremonies with Victor Young's orchestra. A score of other movie stars will participate. A $5,000 contest for high school students is planned. RCA-Victor cut the quarter-hour discs, to run twice weekly in the early evening on WTIC, WRC, WFBR, WNAC, WTAG, WOR, WBEN, WHAM, WGY, WSYR, WHP, WCAU, WJAR, and once weekly on WCSH, WNBH, WFEA, WPG, WNBF, WIBX, WCBA, WRAW, WORK. Ruthrauff & Ryan Inc., New York, placed the account.

Five Midwestern Stations Join Mutual; WLW Changes Status

KWK, KSO, WMT, KOIL, KFOR Affiliate With Net; WSM Takes Several Programs; WLW Turns in Stock

PRESSING toward its goal of offering nationwide network service, Mutual Broadcasting System on Aug. 26 announced the addition of five midwestern stations, to become affiliates at the time the network begins service to the Pacific Coast late this year. Simultaneously, it was learned that WLW, Cincinnati, one of the three basic stations of the two-year-old venture, on Aug. 20 dissolved its corporate connection with the network but will continue as an outlet for both commercial and sustaining programs.

The new Mutual affiliates will be KWK, St. Louis; KSO, Des Moines; WMT, Cedar Rapids; KOIL, Omaha, and KFOR, Lincoln. WSM, Nashville, also is accepting Mutual commercials on open time, subject to NBC 28-day option on certain hours, and has already booked three Mutual accounts.

In each instance, it is understood, these stations will accept commercial programs on open time, subject presumably to the network notice clause for clearance of programs on optional network time. The exact date of these new affiliations with MBS depends on when the Don Lee Network officially begins to take Mutual programs, now scheduled at the latest for Dec. 29 when the Don Lee contract with CBS expires.

WLW Turns in Stock

WLW's new arrangement with the Mutual Network was effected through resignations of WLW's three directors on the Mutual board—Powel Crosley Jr., WLW president; Lewis M. Crosley, vice president and general manager, and John L. Clark, former general manager and now a member of its executive consulting staff. Simultaneously, they turned in their respective stockholdings.

Disagreement with the Mutual transcontinental project, it is understood, was responsible for the resignations. Mr. Crosley and his associates held the view that Mutual could best be of service as a "quality group" of stations in a few primary markets. When it began operations in 1934, Mutual was a four-station hookup of WOR, WLW, WGN and WXYZ. The first three stations, however, were the only stockholders upon incorporation of the enterprise some months later; the last-named on Sept. 29, 1935, left Mutual to join NBC-Blue, being replaced on Mutual by CKLW, Detroit-Windsor.

Will Take Programs

WLW, also a basic outlet of NBC, does not contemplate severing its connection with Mutual as an "affiliated" station. It will continue to handle Mutual commercial business on the same basis as in the past and will also originate and broadcast both sustaining and commercial programs.

The resignations are effective on Sept. 27. There is no contract covering service entered into by the basic stations. By its withdrawal WLW will not assume any liabilities or costs associated with the maintenance of Mutual, but will simply assume its pro-rata share of the line costs as do other stations which take sporadic programs but are not corporately associated with the venture.

Fred Weber, general manager of MBS, negotiated the new affiliations with John M. Henry, general manager of Central States Broadcasting Co. for KOIL and KFOR, and with Gardner Cowles Jr., president of the Iowa Broadcasting System, for KSO and WMT.

WMT and KSO are NBC-Blue network outlets, as is KOIL. KFOR is a CBS outlet along with its sister station KFAB, Lincoln, but due to CBS agreements KFAB was not in position to join the Mutual enterprise, it was stated. Thus with these stations and KWK, as well as KFEL-KFOR, Denver, a half-dozen stations are aligned to help cover the wire haul to the Coast, entailing about $200,000 annually.

KWK, it was stated at Mutual, has agreed to carry MBS programs beginning Sept. 27. This arrangement was said to have been closed by Mr. Weber after a series of conferences in St. Louis with Robert Convey, president of KWK, and Clarence Cosby, general manager. KWK also is an NBC-Blue outlet. Other NBC-Blue stations accepting Mutual commercials are WFIL, Philadelphia; WGAR, Cleveland, and WBAL, Baltimore.

On Aug. 25, Mr. Weber announced that the further expansion of Mutual has prompted enlargement of its sales staff, and that E. P. Nelson had been named midwestern sales representative with headquarters in the Tribune Tower, Chicago. He was formerly on the sales staff of NBC. He will be associated with Ade Hult, Mutual Chicago representative.

From the program standpoint, it is presumed, the status of WLW will remain unchanged after its corporate affiliation with Mutual is terminated Sept. 27. The station has always followed the theory that network service should be on a non-exclusive basis. It was the first NBC affiliate to subscribe to Mutual programs — a move that provoked a controversy in network-station relations still unsettled.

WLW felt that Mutual is not the character of organization contemplated originally. The limited "quality group" theory of dense population coverage with superpower outlets was dissipated entirely with the expansion project, its officials contend. Always jealous of its claim of greater coverage than any other station, WLW has consistently held in MBS councils that it does not desire to have its programs duplicated by a multiplicity of stations, thus cutting down its remote audience.

In a formal announcement, MBS said that WLW as an affiliate rather than a member station, is the same in status as all other stations excepting WOR and WGN as stockholders, and CKLW, WAAB and the Don Lee Network, who participate in underwriting MBS operation expenses. "Affiliates participating are receiving published advertising rates for commercial programs and reimburse MBS for expenses incurred in serving and contracting business", it added.

Renewed efforts to have WLW sign an NBC affiliated station contract were made during the last fortnight, when Lenox R. Lohr, NBC president, and Roy C. Witmer, vice president in charge of sales, visited Mr. Crosley in Cincinnati. Thus far, it is said, no signatures have been procured.

The newly formed Colonial Network of John Shepard 3d, president of Yankee Network, will constitute the New England MBS outlet.

Nelson in Chicago Daily News

"Besides juggling I can do card tricks!"

BANKS TO PROMOTE BY RADIO

Group of Leading Financial Houses to Sponsor Philadelphia Symphony, Speakers on CBS

FOLLOWING the example of the General Motors and Ford commentaries accompanying symphonic programs, a group of leading banking institutions of the United States, starting shortly after the elections in November, will undertake the cooperative sponsorship of the Philadelphia Symphony, with business commentators, over a nationwide CBS network. Arrangements for pooling resources for the program, tentatively titled the *Business Forum of the Air*, have been made by the Wessel Co., Chicago, which last year produced a series of transcriptions for local bank sponsorship under the title of *Galaxy of Stars*.

The exact date of the starting of the program has not been fixed, nor have the periods been selected, but it is planned to broadcast a 30-minute program weekly for 39 weeks and to make it an annual series. All but about five minutes of the program are to be devoted to the symphony, under the direction of Eugene Ormandy, with business commentators speaking on each program on some subject of business interest to the public at large. Two of the commentators already signed are Willard M. Kiplinger, author of the weekly *Kiplinger Business Letter* published in Washington, and Walter B. Pitkin, Columbia University professor who achieved fame as author of *Life Begins at Forty*.

Kiplinger and Pitkin will each speak once every four weeks, the former from Washington and the latter from New York, and other prominent speakers will be engaged for the intervening periods. Theodore Weldon, of the Wessel Co., is arranging the speakers while James Sauter, also of that firm, is in New York working on the program as a whole. Mr. Sauter is also vice chairman of the movie division of Democratic national campaign headquarters in New York.

The plan is to tie in local announcements in each city on the network in which a participating bank is located, giving due credit to that bank.

The list of participating banks is not complete, but the following have already agreed to join as sponsors: Chase National Bank, New York; First National Bank, Chicago; the Pennsylvania Co., Philadelphia; First National Bank, St. Louis; First National Bank, Pittsburgh; the Marine Midland group (Buffalo, Rochester, Syracuse, Albany and Binghamton); Union Trust Co., Cincinnati; Ohio Citizen's Trust Co., Toledo; Bankers Trust Co., Des Moines; Rhode Island Hospital Trust Co., Providence; Lincoln National Bank, Fort Wayne; Marshall & Ilsley Bank, Milwaukee; The Detroit Bank, Detroit; American National Bank, Indianapolis; Delaware Trust Co., Wilmington.

Executive Appointments To CBS West Coast Staff

AS CBS began lining up its Pacific Coast operations this past fortnight, Donald Thornburgh, vice president in charge of the western division, announced several executive appointments.

Paul Rickenbacker, for the last several years a CBS producer, was named assistant to Mr. Thornburgh. Charles Vanda, former publicity man and Artists' Bureau representative, was named program manager. Lester H. Bowman has been transferred from WJSV, Washington, D. C., to take up new duties as western operations chief in charge of all technical details. Clifford Carlson from CBS, Chicago, was appointed office manager and comptroller.

Meanwhile the network experienced a slight delay in moving into the studios of KNX, but expected to make the transfer by Sept. 1. Naylor Rogers, formerly general manager and part owner of KNX, is planning to retire from radio, temporarily at least, to make a vacation trip around the country.

While no other changes in the KNX staff have been announced, it is likely that Art Kemp, sales promotion manager, and widely known on the Coast in commercial radio, may be transferred to New York with Radio Sales Inc., CBS sales organization.

Meanwhile, CBS is grappling with its studio problem on the Coast. Definite decision has been reached to sell the KNX studios and to build a new plant sufficiently to include two theater type studios seating 500 each. CBS now is using the Music Box Theater in Hollywood for its presentations and is negotiating for another.

Radio Not Directly Affected By Baffling New Federal Law

But Robinson-Patman Act Affects the Interests of Station Clients; Each Case Stands by Itself

THERE appear to be no jitters for broadcasters in the Robinson-Patman Act.

That is a general conclusion reached by lawyers prominently identified with radio after close study of the new Federal law, which has commercial interests running in circles and legal counsel poring over their law books.

Broadcasters are not directly affected, it is believed, because the old Clayton anti-trust law and the new Robinson-Patman act (which amends it) apply to *sales of commodities*. The relation between a radio station and an advertiser usually does *not* constitute a sale of a commodity. Radio sells service, not goods, according to the accepted legal construction.

There is one catch to the above statements, however: The Communications Act (Sections 311, 312) empowers the FCC and the courts to refuse a license to a station found guilty by a court of attempting to monopolize radio communications and holds that all Federal laws relating to unlawful restraints and monopoly are applicable to interstate or foreign communication.

That would be stretching the new law pretty far, it is thought, but stations are warned that there *may* be an indirect application of the act to them.

Of the millions of words written on the Robinson-Patman act by legal minds everywhere, not a single lawyer has been willing to make flat statements without sprinkling them with hems and haws, as well as reserving the right to change all opinions without notice. BROADCASTING's observations on the subject are no exception. They are designed to aid broadcasters in their efforts to comply with all Federal laws.

Effect on Advertising

ONE IMPORTANT result of the law may be to increase direct advertising appropriations for national advertised brands, while decreasing indirect appropriations. The latter often are designed to obtain local rates for national campaigns through the device of placing the business through local dealers. This phase of the law applies to all advertising media and is not peculiar to radio.

Rep. Patman (D-Texas), one of the authors, has stated that many phases are ambiguous and that amendments are necessary.

The Robinson-Patman Act, which amends Section 2 of the Clayton Act, became effective last June 19. During its tortuous path through Congress it was described as the "Anti-Chain Store Bill" and its purpose was to prevent chain stores and other large buyers of commodities from exercising their greater purchasing power to obtain price concessions not available to smaller competitors. It is enforced by Federal Trade Commission, which has indicated each case will be judged on its merits.

The law applies not only to chain stores, but to all persons "engaged in the sale of goods in interstate commerce," which manifestly means to many sponsoring concerns.

Section 1-A of the new law makes it unlawful "for any person engaged in commerce, in the course of such commerce, either directly or indirectly, to discriminate in price between different purchasers of commodities of like grade and quality * * * where the effect of such discrimination may be substantially to lessen competition or tend to create a monopoly in any line of commerce, or to injure, destroy, or prevent competition with any person who either grants or knowingly receives the benefit of such discrimination, or with customers of either of them * * * ".

This section is enforcible, among other methods, by suit for treble damages.

By Section 1-F it is unlawful for anyone "engaged in commerce, in the course of such commerce, knowingly to induce or deceive a discrimination in price which is prohibited in this Section, thus, not only the seller but the buyer as well may incur treble damage suits."

AIR PROMOTION—WKRC, Cincinnati, is using a streamer towed by an airplane to advertise its program. The banner is towed an hour every day, always covering baseball crowds, amusement parks and places where crowds gather.

By Section 3 it is made a criminal offense for any person " * * * to be a party to, or assist in, any transaction of sale, or contract to sell, which discriminates to his knowledge against competitors of the purchaser, in that any discount, rebate, allowance, or advertising service which is granted to the purchaser over and above any discount, rebate, allowance, or advertising service which is available at the time of such transaction to said competitors in respect to the sale of goods of like grade, quality and quantity; * * * "

The penalty provided in Section 3 is a $5.000 fine or imprisonment for one year or both.

In the past, price discriminations affecting the general level of competition in an industry have been prohibited by the Clayton Act. Under the Robinson-Patman Act, the test of illegality appears to be *whether the competitive equality of single individuals is impaired*. This change involves an entirely new concept of unfair competition.

Since broadcasters sell *service*, and not *commodities*, as previously stated, the law is not believed to have any direct effect upon normal transactions of radio stations in selling time to advertisers.

As to indirect effects of the new law, which applies to buyers as well as sellers, the facts surrounding each particular transaction must be considered. The "each transaction" interpretation is given by most legal and Federal analysts who have been studying the law. They take the position that pitfalls and litigation lurk in every phrase.

Section 3 of the law specifically mentions advertising and service charges as an element in price discrimination. Thus advertising allowances, if not made available to all competitors proportionately, are likely to involve the advertiser in charges of discrimination. This phase of the law is the one that is expected to increase direct advertising appropriations by national advertisers and decrease indirect appropriations.

Under Section 311 of the Communications Act the Commission may refuse a station license to any person "finally adjudged guilty by a Federal Court of unlawfully monopolizing or attempting to unlawfully monopolize radio communications, directly or indirectly * * * or to have been using unfair methods of competition".

Section 313 of the Communications Act provides: "All laws of the United States relating to unlawful restraints and monopoly and to combinations, contracts or agreements are hereby declared to be applicable to * * * interstate or foreign radio communications."

Courts are authorized to revoke station licenses for violation of such laws, besides invoking penalties which these laws provide. Since there is no court decision on the constitutionality of the Robinson-Patman law and since there is no decision defining the scope of the law and its relation to the Communications Act, broadcasters are merely advised to keep in mind the possibility of an inter-relationship between the two.

Radio Sales Named KNX, WEEI Rep As Kelly Smith Is Appointed Chief

WITH the national representation of WEEI, Boston, and KNX, Hollywood, being taken over by Radio Sales Inc., subsidiary representing all CBS owned and operated stations, the network's headquarters announced in New York Aug. 24 that it has appointed J. Kelly Smith, for the last 10 years sales manager of WBBM, Chicago, as general sales manager of all its stations. Mr. Smith will divide his time between Chicago and New York, serving as liaison between Radio Sales and all CBS owned and operated stations. The appointment was ordered effective Aug. 24.

Arthur H. Hayes continues as eastern sales manager in New York and William Williamson continues as western sales manager in Chicago, with a Pacific Coast man yet to be appointed. All will report to Mr. Smith, whose sales post at WBBM has been filled by Harry Smith, formerly with Henri, Hurst & McDonald, Chicago agency. Paul Wilson has been shifted from the WBBM staff to work with Mr. Williamson.

Ten stations thus come under the Radio Sales wing, nine of them owned or leased by CBS and the tenth, WFBL, Syracuse, continuing its arrangement whereby the CBS subsidiary represents it in the national field. The CBS-owned stations are WABC, WJSV, WBBM, WKRC, WCCO, KMOX and WBT. The leased stations are WEEI, taken over Aug. 15, and KNX, taken over Aug. 18. WEEI previously was represented by the Weed Brothers and KNX by John Blair & Co.

CBS announced that as of Aug. 24 Radio Sales was no longer representing the Don Lee Broadcasting System's stations in the national field. The Don Lee Network, however, continues as a unit of CBS until arrangements for the switch of KNX and KSFO, San Francisco, are completed — tentatively scheduled for the end of this year, though the date may be moved up if mutual terms can be arranged. KSFO has also been leased by CBS but the transfer has not yet taken place. It is also expected to be represented by Radio Sales.

Mr. Kelly first came in contact with radio as publicity director of the Stewart-Warner Co., Chicago, buying time on WBBM. He is a graduate of Knox College.

GRABHORN NAMED BLAIR SALES HEAD

Mr. Grabhorn

MURRAY R. GRABHORN, vice president and New York manager of John Blair & Co., station representatives, on Aug. 27 was appointed general sales manager by John Blair, president. The appointment is effective Sept. 1.

Retaining charge of the New York office, Mr. Grabhorn will coordinate Blair sales activity and standardize promotional material for all offices.

With the Blair organization since July, 1935, Mr. Grabhorn has originated many of the sales practices employed nationally by the representation firm. He created the visual presentations first shown at the NAB convention in Chicago in July and developed a standardized presentation for all broadcasting stations.

Prior to joining Blair, Mr. Grabhorn for three years was sales manager of the Don Lee Broadcasting System, with headquarters in Los Angeles. He has been in advertising for about 20 years.

Simultaneously, Mr. Blair announced that effective Sept. 1 his organization will represent WSPD, Toledo, WWVA, Wheeling, and WMMN, Fairmont, W. Va.

KGBX Added to NBC

CONTINUING its expansion plans, NBC on Sept. 1 will add KGBX, Springfield, Mo. 500-watter as an optional outlet of its Southwestern group. This is in line with its gradual additions eventually designed to build up the Blue network nationally, WEBR of Buffalo and WABY of Albany having recently been added to that network. Plans still pend for the addition of KGKO, Wichita Falls, when it is moved into Fort Worth; KXYZ, Houston, and WDSU, New Orleans.

A Simple Formula for Furniture Selling

By EDWARD HOFFMAN
President, Edward Hoffman Furniture Co., St. Paul

Reaching the Buyer in the Home Proves to Be Effective; Store Rises to Front Rank in Less Than Three Years

Mr. Hoffman

"THE Edward Hoffman Furniture Co. presents *Hearth & Home.*"

Some five times each week for the last hundred weeks — that announcement has been made on WTCN, Minneapolis, and it has been heard once a week for many weeks on KSTP, St. Paul.

Edward Hoffman Co. knows that it has a successful radio program, a program that clicks. But, simple though the elements of *Hearth & Home* may be, the successful combination presented many difficulties in the achievement.

Edward Hoffman Co. is a comparatively new store in St. Paul, a rank newcomer in a city with many well-established furniture retailers—at least four large downtown stores, the youngest of which was founded 30 years ago, all with the same price appeal, aiming at the same consumer class the Edward Hoffman Co. wished to attract. It has been an uphill battle to get into the spotlight but the results have been gratifying. The store has taken its place as a leader in furniture retailing in the less than three years of its existence.

Service for Sale

WE MORE than met competition in price and quality, but that wasn't enough to build confidence such as a retail furniture store needs. Those mottoes, like "A Quarter of a Century of Service to the Northwest" were hard to beat. The Edward Hoffman Co. had to sell service, and it had to sell its name.

We went into radio advertising with no intention of using the medium for direct selling. We wanted repetition of the name in association with a pleasing, entertaining feature—and, of course, we wanted a tight tie-up with the home—but, not wishing to pass up any bets, we wanted merchandising as well. And our advertising budget was limited.

So, in the black days of March, 1933, we set out to sell the institution to the public, to build confidence. After a bit of preliminary scouting, we went on the air. We chose WTCN because we had convinced ourselves of its excellent St. Paul coverage, and its rates were low enough so that we could afford a daily feature. We started with a program of home furnishing helps—short talks on interior decorating—with a male voice. It didn't work. It created no stir at all. The only comments we heard were that it was boring, if not downright irritating. The radio audience, or that very small portion with which we came in contact, didn't want to listen to what sounded to them like straight commercial copy for a full five minutes.

So we tried again. This time we used a woman shopper in the hope that she might bring some life to the allotted five minutes. But we found there were too many woman shoppers programs.

A third time we tried. This time with *The Old Philosopher.* It was an attempt to simplify the appeal, to give the store a friendly radio personality, to give advice on almost everything, and incidentally, on home furnishing. But it still lacked vitality. It wouldn't work.

Another fault we found in our first three trials — our short program lacked isolation. Sandwiched in as it had to be between other commercials, all straight announcer's copy, it didn't stand out at all.

And then we struck on *Hearth & Home.* It was a natural. In less than a week we felt its effect. It had everything we had been searching for. It was entertaining—more often than not, highly amusing. It was distinctive—different from any other furniture program. It had a hook—it pulled mail, giving us what might be called a "preheated" mailing list. And *Hearth & Home* has become so closely identified with the store that the Edward Hoffman Co. is often referred to as the "Hearth & Home store".

FOR FURNITURE—Charles Irving has produced and announced 500 Hoffman programs.

IN MARCH, 1933, not many business houses embarked upon extensive and expensive promotional campaigns. So no one can call Edward Hoffman Furniture Co. timid, because it was in that very month that the store decided it would be nice if sales could be boosted. Easier said than done, naturally, as they soon found out. But a little tinkering here and some thinking there did the trick—radio, of course, being the formula adopted for the campaign. The next voice you hear will be Edward Hoffman.

Nothing Complicated

AND IT'S all so simple. The program is spotted just before the dinner hour. It has a definitely feminine appeal. It contains 11 elements so cleverly arranged that the program sounds like much more than five minutes and gives us the isolation desired. It opens with a few seconds of theme melody, "My Old Kentucky Home". Then comes the ten-word introduction. The theme swells and fades for a 30-word prize teaser announcement, that helps to hold the listener until the conclusion of the program. Then an appropriate musical selection is brought in—forte for 15 seconds and faded to background for a short and simple poem which runs for some 45 seconds. The music is then brought up another 10 or 15 seconds and faded for the dramatized commercial. After this one-minute dramatization, the announcer uses 30 seconds with a commercial takeout, the music is brought up again for 10 seconds, the prize poem is read, the music fades up again, the closing announcement, naming the prize winner and rules of the "contest", is made, and the theme concludes the program.

Of course, the contest element plays a large part in building the popularity of the program. A table lamp — which costs us, in quantity, a little more than a dollar apiece—is given away on each program. The contest rules are simple. The contestant merely copies his favorite poem from a book or magazine or newspaper, or may send in an original poem. The poems are turned over to a board of judges, one selected to be read each day, and a prize awarded the contributor of that poem. Is it a good hook? *Hearth & Home* is the best mail puller on a station that pulls mail.

And the mail that comes in response to the program we use to very good advantage. Every contributor receives a personal answer. The winner is notified by mail. The contributors who were unsuccessful receive a personalized form letter referring to the poem they sent in and asking them to try again. A check good for $2 on a $15 purchase is also enclosed. The response on these checks has been much larger than we anticipated, so we still use it. The mailing lists are checked closely for repeats. A two-time contributor receives another form letter, a three-time contributor still another, and so on.

The commercial on *Hearth & Home* is never blatant. The dramatized commercial is really dramatized, not just a two-voice commercial announcement. Two to four characters are used in the script, and we have been fortunate in having a script writer who knows how to make his hit go home without becoming blatant or price-shouting. Service is stressed—quality at a price. And it works.

Other Promotion

THE decision of the average family to buy new furniture is not made on the spur of the moment. To most families it represents quite an investment, and the purchase is given a great deal of deliberation. So we have tried to build a desire for new furniture—telling about new decorative schemes, furniture trends, styles and materials—but our story lives because of the style of the dramatized commercial.

So closely has the name of our radio program become associated with the store that we have used it in many other promotions, the outstanding one, of course, being a rather ambitious but highly successful project we went into early this spring. We built a complete four-room bungalow on the third floor of the store and named it the "Hearth & Home Budget Bungalow". A concentrated publicity campaign which included a special section in the daily papers and extra radio time resulted in a successful opening, and we have been carrying through with a close radio tie-up. The complete four-room furniture ensemble in the bungalow is changed every week and the changes are brought into the radio script. Lines were put into the bungalow and occasional broadcasts of the *Hearth & Home* program are made from the living room, with an invited audience.

The success of *Hearth & Home* on WTCN led us to increase our broadcasting activities, going into a series of 30 weekly programs on KSTP, Sunday mornings. We experimented then with application of the same program idea we had been using for the five-minute spot into a quarter-hour show. The response was immediate and enthusiastic. We plan to resume this series of broadcasts in the fall.

All in all, we feel that radio has played a very important part in the success of our store. We feel certain that, with the right programming, the benefit to a furniture retailer from radio advertising, both institutional and direct selling, is tremendous. We have been fortunate in finding the right program.

XUM

KNX Ruling Sets Station Profit as Yardstick of Value

FCC Ruling Fixes Precedent For Evaluating Properties

A NEW yardstick to govern sales prices of broadcasting stations was established by the FCC Broadcast Division Aug. 18 in its decision approving the record-breaking sale of KNX, Los Angeles, to CBS for $1,250,000. KNX last month went under CBS management and will join the network at the end of the year as its regular outlet.

Bringing out that KNX stands to earn a net profit of approximately $200,000 this year, the Division's decision stated this would mean a return on the CBS investment of approximately 16% or 17%. "While the actual value of the property and equipment of Station KNX is considerably less than $1,250,000," said the formal decision, "it appears that consideration should be given to the earning power of such an investment as well as the fact that a very large listening public in the Western area will receive the Columbia service, where it has not heretofore been available."

In the past, FCC members have repeatedly looked askance upon high prices for broadcasting stations. In Congress, too, charges have been made of "trafficking" in broadcast station licenses constituting a public franchise. The KNX decision, in the opinion of observers, now gives prospective station purchasers a new basis upon which to evaluate station properties.

Financial Structure

ANALYZING the KNX structure, the decision said that as of Jan. 31, 1936, KNX had assets and liabilities of $380,870.14. The original cost of the transmitting equipment was $177,982.15 and the depreciated value $63,763.30. The FCC engineering department estimated replacement value of the entire technical plant, including studios, at $217,237.85.

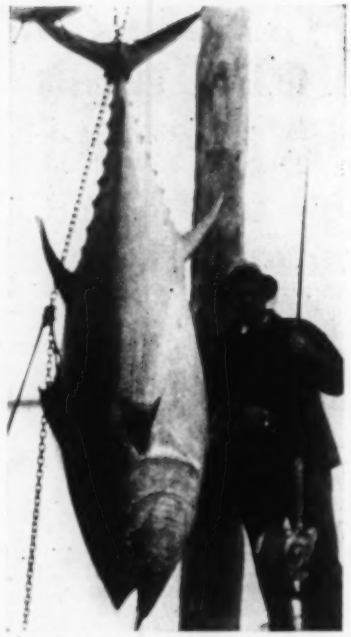
"A statement of income and expenses of the Western Broadcast Co. (KNX) for the two years and one month ending Jan. 31, 1936," said the decision, "shows net profits of $35,393.60 in the calendar year 1934; $107,933.70 in the calendar year 1935, and $6,361.66 for the month of January, 1936, said sums representing net profits before payment of Federal income tax. Considering the present station rates, as well as the steady increase of business that has occurred during the past two years, and likewise considering the profit for the month of January, 1936, it is reasonable to assume that the net profit from the station's operation for the calendar year 1936 will be in the neighborhood of $200,000."

The FCC also discussed freely the competitive network situation, bringing out that NBC, largest competitor of CBS, maintains a large West Coast organization. "It also appears to be sound policy", said the decision, "to permit Columbia to better its facilities in the Los Angeles area. It has been the experience of the Commission that where strong competition exists, the public receives a good broadcasting service. This is necessarily true because a station must depend upon its listening audience and its ability to maintain the same in order to obtain the support of advertisers, and the only way which the Commission knows for a station to keep and maintain an audience is through furnishing a good program service."

In the same decision, the FCC explained its reasons for renewing the license of KNX, which had been cited for alleged programming violations, primarily through acceptance of questionable medical accounts. All of the accounts complained of, it brought out, had been removed from the station, save five, and in those cases the continuity proved not objectionable. On July 17, the FCC announced its decision renewing the license and approving the sale to CBS, but the effective date had been set for Sept. 15—at which time the decision was to have been made public. It moved this date up to Aug. 18, at which time the decision was made public.

"Knock-Knock"

THE "Knock-Knock" craze now sweeping the country in the form of a popular song and many gags has been incorporated into the morning *Crazy Quilt* program on WIS, Columbia, S. C., by R. O. Dorsey, chief control operator. As *Col. Staggerhound*, Mr. Dorsey asked listeners to send in "Knock-Knock" puns, offering two passes to a local theater for the best, and in mid-August this became the station's biggest mail-puller.



WHOPPER — Accepting the challenge of Bob Catherwood (WOR) and Phil Hennessey (NBC), whose big fish captures were published in the Aug. 15 BROADCASTING, William S. Borrett, director of CHNS, Halifax, N. S., forwards this photograph of E. S. Campbell, CHNS operator, and the 550-pound giant tuna he caught off Nova Scotia early in August. The big fish was brought to gaff with rod and line after a battle lasting 8 hours and 20 minutes, during which Mr. Campbell's boat was towed 17 miles out to sea.

NAB Explanation of Time Sales Data Brings Reply From U. S. Census Bureau

By DR. C. H. SANDAGE,
Chief, Division of Communications
U. S. Bureau of the Census

THE statement of the National Association of Broadcasters concerning the "disparities in NAB and Census data on sale of broadcast time" [BROADCASTING, Aug. 15] was hardly as conservative as the NAB estimates of broadcast time sales for 1935. The statement calls for a more critical analysis of these disparities than that found in the NAB report.

It is true that the U. S. Bureau of the Census figures showing the 1935 business of the broadcasting industry do not agree with the estimates for 1935 published by the NAB. The NAB has raised the question of which set of figures is correct and has answered its own question by claiming superior accuracy of its own data. However, before judgment is passed on this question let us consider the methods followed by the Census Bureau and compare them with the methods of the NAB.

The Bureau of the Census followed the method of obtaining a report from every commercial broadcast station in the United States, whereas the NAB followed the method of obtaining a report from a sample of broadcast stations. Its sample represented about 40% of the total time sales of the industry, but perhaps a considerably smaller percent of the total number of stations.

There were 564 commercial broadcast stations in operation during 1935. Of this number 561 submitted reports to the Bureau of the Census. The three not reporting were small stations but no estimate was made of their business. Thus the Census figures show the amount of business done by 561 of the 564 commercial broadcast stations as reported by a responsible official of each station. The reporting official certified to the general accuracy of the figures submitted.

There can be little question concerning the accuracy of the total time sales figures published by the Bureau. The NAB raises a question concerning the accuracy of the breakdown between national and regional spot advertising and local advertising revenue. It was the aim of the Bureau to obtain actual book figures showing total revenue as well as the breakdown of revenue between national and regional spot and local.

In the absence of book figures for some stations the Bureau pursued the policy of asking a responsible official of the station to estimate the percent of the non-network revenue from the sale of time received from national or regional advertisers, and the percent received from local advertisers. Surely no one would question the proposition that an individual station official is in a better position than any one else to estimate the character of the business of his station.

But with all this caution and effort on the part of the Bureau there were 38 stations, or 6.7% of the total number reporting, that gave no breakdown of revenue between local and national and regional spot. The total time sales of these 38 stations amounted to $1,884,904 or only 3.6% of total station time sales. The Bureau divided the total non-network business of these stations between local and national and regional spot in accordance with ratios established by similar stations in the same regions. Such factors as power, amount of revenue, affiliation with network, size of community, etc. were considered in making the division for total time sales.

Thus the Census figures for total time sales represent the actual figures reported by the 561 stations. The Census breakdown between local and non-local spot business is made up from two sources: (1) the actual figures or certified estimates by station officials from 92.3% of all stations, doing 96.4% of total business; (2) Census estimates for 6.7% of the

(*Continued on page 60*)

Station Copyright Group Suspended

AIRS Now Inactive Following Warner Return to ASCAP

SUSPENSION of Associated Independent Radio Stations Inc., a potentially important group of stations formed essentially to combat the music copyright problem, was agreed upon at a meeting of its executive committee in New York last month. Some 150 stations had been invited as members upon its formation last March, but few became aligned with the organization to the point of subscribing funds.

At a meeting in New York Aug. 6 the AIRS executive committee agreed upon the suspension. It adopted this formal minute:

"At a meeting of the executive committee of AIRS held in New York Aug. 6, 1936, it was determined that AIRS suspend activities, in view of the reentry of the Warner Bros. group into ASCAP and the pressure of industry business necessitated by the hearings before the FCC commencing in October.

"Further plans of AIRS are indefinite."

Under the leadership of Powel Crosley, president of Crosley Radio Corp., operating WLW and WSAI, Cincinnati, AIRS was formed last Spring with the main objective of procuring proper legislation covering copyright. Sol A. Rosenblatt, New York attorney and former NRA Division Administrator, was retained as counsel. Also planned was negotiation of a new formula under which stations would compensate copyright owners for performance of their music.

The executive committee had consisted of Mr. Crosley, chairman, John L. Clark, formerly general manager of WLW and now president of Transamerican Broadcasting and Television Corp., John Shepard 3d, Yankee Network; Edwin W. Craig, WSM, Nashville; James C. Hanrahan, vice president, Continental Radio Co., Scripps-Howard Newspapers subsidiary; Glenn Snyder, WLS, Chicago; Walter J. Damm, WTMJ, Milwaukee, and Edward A. Allen, WLVA, Lynchburg, Va.

Oil Companies Main Football Sponsors

Grid Classics Growing in Popularity as Advertisers Sign for Games; Southern College Ban Is Lifted

BIG oil companies are taking the lead in contracting for sponsorship of college football games and football features during the autumn. Like professional baseball, the scholastic grid contests are growing in favor among sponsors due to their popularity with listeners.

Among first oil companies to contract for football broadcasts are Atlantic Refining Co., Socony-Vacuum Oil Co., Associated Oil Co., Tide Water Oil Co., Standard Oil Co. of Indiana.

Networks and local stations are making program plans for football play-by-play broadcasts and resumes, with many stations obtaining local sponsors for games of interest in their area. NBC will cover some Sunday professional as well as selected Saturday college games. The major networks were planning to cover the all-star game at New York Sept. 8 between the New York Giants, Eastern professional champions, and a team of college stars, as well as a similar game Sept. 1 between the Detroit Lions, national pro champions, and a team of college stars, also at the Polo grounds.

Southern Ban Lifted

THE Southern Conference has lifted its ban on football broadcasts, leaving the matter up to individual colleges. The ban, several years old, was broken by Charles Crutchfield, program director of WBT, Charlotte, N. C. The first broadcast will be the Duke-Colgate game at Durham, N. C.

A new Southeastern Conference ruling regarding the broadcast of football games, according to Vanderbilt U., will require the following announcement at quarterly intervals. "The broadcast of this football game is coming to you through the courtesy of the _____ and _____ athletic associations and under the sponsorship of the W. K. Kellogg Co." That firm is sponsoring Vanderbilt games.

A peculiar situation exists at Ohio State University, Columbus, which will permit Ohio stations to broadcast home games, as carried by the university station, WOSU, but only on a sustaining basis and charging all stations a flat fee for the privilege and reserving the right to pass on programs booked before and after game broadcasts. Out-of-state stations, however, may sponsor Ohio State games if they pay the fee.

Tide Water Oil Co., New York, through Lennen & Mitchell Inc., has contracted for a series of 30 quarter-hour programs, Thursdays, Fridays and Saturdays, featuring Eddie Casey on 12 Yankee Network stations, WNAC, WCSH, WEAN, WSAR, WNBH, WLLH, WICC, WTIC, WLBZ, WFEA, WATR and WTAG. The series will start Oct. 1 and end Dec. 5. On Thursdays Casey will give football information and inside stories about coaches and players. Fridays he will make predictions of Saturday scores. Saturdays he will give scores of principal games and comments on some of them.

Another New England sponsor will be Atlantic Refining Co., Philadelphia, which has signed with Weed & Co., station representatives, for 12 play-by-play broadcasts of New England college games on WEEI, WTAG, WMAS, WJAR, singly or in combinations. Cost, including time, station fees and broadcast rights, is $13,744. N. W. Ayer & Son Inc., Philadelphia, is agency.

The schedule, worked out by Joseph J. Weed, president of the Weed firm, includes home games of Dartmouth and Holy Cross, Brown-Pennsylvania, Williams-Amherst, among others. While Yankee Network has exclusive contract to Boston College home games, this does not include the Boston College-Boston University or Boston College-Holy Cross games, both of which are included in the Atlantic Refining series.

Atlantic also will broadcast all Cornell U. games on the entire New York State network starting Sept. 26 and perhaps the Columbia-Army and Colgate-Syracuse games. All Duke U. games will be broadcast by Atlantic on WBT, Charlotte.

Exclusive rights to University of Pennsylvania games, to be broadcast on WCAU, Philadelphia, and University of Pittsburgh games on WCAE, are held by Atlantic. Home games of the University of Virginia will be sponsored on Virginia Network (WPHR, WLVA, WBTM, WGH, WCHV) as well as WRVA and WDBJ. Atlantic is considering sponsorship of North Carolina State and North Carolina U. games; Temple U. games on WIP; Ohio State games on Columbus, Akron and Cleveland stations. N. W. Ayer & Son Inc. is the Atlantic agency.

John M. Muir, Philadelphia rep, has acquired sponsorship rights to Temple games, he announced Aug. 28.

The Yankee Network contract with Boston College has not yet been taken up by a sponsor, as far as can be learned. Yankee also has exclusive rights to Brown University games. William Farren has been signed by Yankee as sports announcer, starting Sept. 1.

Royal Typewriter Co., New York, will sponsor Eddie Dooley on 10 CBS stations, Thursdays and Saturdays, 6:30-6:45 p. m., with football predictions and resumes. Hanff-Metzger Inc., New York, is agency.

Socony in Chicago

SOCONY-VACUUM Oil Co., Chicago division, will broadcast the entire home grid schedule of Northwestern University on WBBM, Chicago, with Pat Flanagan as announcer. Two out-of-town games will be included, making eight games in all. J. Stirling Getchell Inc., is agency.

Plans of other Socony-Vacuum divisions for football sponsorship have not been divulged.

Standard Oil Co. of Indiana, Chicago, will sponsor all professional football games played by the Chicago Bears and Detroit Lions, of the National Football League. Bob Elson, WGN, will handle Bear games on that station. Lions games will be broadcast on CKLW, Detroit-Windsor, although that team is owned by George A. Richards, operator of WJR, Detroit. All games will be played on Sundays, with the Bear-Lions Thanksgiving contest included. WGN will allow sponsorship of pro games but will not carry sponsored college grid games, keeping them in the sustaining class as in past years.

Wesley I. Nunn, advertising manager of Standard, said in announcing the sponsorship plans: "For a long time our dealers have been reporting to us the tremendous and rapid growth of public interest in the broadcasts of professional football games. A number of surveys have indicated that more than 43% of the radio homes in Chicago and in WGN's primary listening area tune in these games. Great interest in the Lions, national champions, was also indicated in Detroit and the surrounding area." McCann-Erickson Inc., Chicago, is the agency.

Wadhams Oil Co., Milwaukee, which for nine years has sponsored all football games and other play-by-play sports events on WTMJ, Milwaukee, has again signed for all University of Wisconsin games and all professional games of the Green Bay Packers, on Saturdays and Sundays respectively.

Kellogg Co., Battle Creek, Mich. (cereal) will sponsor all games of Vanderbilt University on WSM, Nashville. N. W. Ayer & Son Inc., Philadelphia, is agency.

Associated Oil Co. of California, San Francisco, for the eleventh consecutive year, will sponsor the broadcasts of all major collegiate football games on the Pacific Coast. Nearly 100 major games will be presented over 36 stations by Associated's staff of 22 trained sports announcers, according to Harold R. Deal, advertising and sales promotion manager of Associated. An exclusive contract for broadcasting privileges with the Pacific Coast Conference and major independent schools was recently signed. The Associated budget is said to be $225,000.

Both NBC and CBS as well as independent stations will be used during the season. Schedule is now being made up and Deal pointed out that the task of arranging for the 1936 season broadcasts will be more difficult than ever because the Conference's new schedule will find every major team playing each other. Three and sometimes four important games will be played on the same Saturday, including those by the larger non-conference elevens, he stated. The KNX-KSFO hookup will be used, among other groups of stations.

Games for Everyone

"THE SCHEDULE this year really calls for four networks on some days," Mr. Deal said. "Unfortunately there are only three networks (2 NBC and CBS-Don Lee), so we will have to do some intricate schedule juggling. However, as in the past, we will make every effort to insure the fans of every section of the Coast hearing the games they are most interested in. There will be more games than ever on the air this season. Many of the independent colleges are scheduling intersectional games that will rival the conference contests in importance.

"During the past 10 years of sportcasting, Associated has built up a sports audience that wants and appreciates the broadcasting of football games. They will not be disappointed this year. As in the past, we will urge all fans who can do so to attend the games, while we serve the hundreds of thousands of football fans who cannot reach the stadiums."

GallenKamp Stores Co., San Francisco, Pacific Coast retail shoe stores chain, will start its third year of recreating high school football in the San Francisco Bay region on KGGC, that city, with the beginning of the season. Every major high school game will be thoroughly covered by George Tolin, KGGC's sports announcer. An assistant thoroughly familiar with the participating personnel will accompany him to each game and complete notes taken of every play. Thirty minutes after the game is over, it will be recreated over KGGC.

ON THE DOTTED LINE — Socony-Vacuum Oil Co., Chicago division, will broadcast all home games of Northwestern U. on WBBM, and here is the scene at the signing of the contract. Pat Flanagan, pioneer WBBM sports announcer (left) will handle play-by-play. Kenneth L. Wilson, Northwestern athletic director (right), congratulates William J. Gerwe, Socony-Vacuum automotive division manager.

Three Tough Nuts--How to Crack Them

Department Stores, Public Utilities, and Banks: A Commercial Manager Tells What to Do About Them

By HARRY TRENNER
WNBF, Binghamton, N. Y.

SO YOU'RE having trouble with big retailers, or maybe the light company, or perhaps the local custodian of dimes and dollars! Rapidly these three are turning to radio — nationally and locally. But Harry Trenner has been boiling over for a long time because they aren't turning fast enough; and when Harry boils, there's action. Here is an action story from his pen. He is planning to offer it as his contribution to the clearing house of sales ideas set up when the Sales Manager's Division of the NAB, of which he is local sales committee chairman, was formed at the July convention.

DEPARTMENT STORE business is desirable not only from a dollars and cents angle, but it is "prestige business" that draws smaller merchants who copy the media policies of the big spenders. Probably the biggest job any time salesman has is selling a store that has leaned on newspaper advertising for perhaps half a century. The store doesn't want to be converted to radio. It doesn't want to be shaken from its complacent-self-satisfied attitude toward its old media.

Let's start with the supposition that you are having a tough time with the department store's advertising manager. He makes his living with newspaper layouts. He's difficult to sell on radio. For getting around him I have found two effective methods. In the case of Department Store A, we selected a number of items advertised on the air by smaller merchants. Case histories of results achieved by these were brought to the attention of individual buyers in Department Store A. A gentle hint to the buyer of men's furnishings that Haberdashery B sold three dozen shirts from spot announcements was left in his mind. An "inside" tip is given the hosiery buyer that Y's Hosiery Shop is doing a land office business with their air program. Similar work in other departments of store "A" brought this result at a regular buyers' meeting:

The officers started to criticize the business done in various departments. The buyers had to look for quick alibis. They wouldn't blame the merchandise they had bought. They had received the benefit of newspaper advertising and window displays as always. So they leaped to the lack of radio as an excuse. At the meeting just one buyer had to pick that idea, and immediately the others set up a hue and cry that somebody operating a store dealing in the merchandise handled in their department is using the radio and cutting into their business. Never lose sight of the fact that nearly every retail store in your town is a competitor of the local department stores.

Reducing Resistance

WE FOLLOWED this up closely. Usually you'll find the boss has dropped the matter in the lap of the advertising man, or he was present at the meeting. From this point on we found it easy sailing. It may be more difficult for you, but it certainly helps to cut down sales resistance.

Appropriation: The bugbear of every advertising salesman, is another that is set up by advertising men in department stores. My answer is brief: Sometimes it works; sometimes it doesn't.

We found this effective; it may help you. We carefully watched the advertising of a certain department store for two weeks, cut their ads out of the paper and filed them away. After that two-week period we clipped the ads and laid them out so as to give just as effective a display, but eliminated at least two inches, six or seven columns wide, every day. This, we pointed out, was ample to pay for a radio program.

The advertising manager never let our display sheets get to his boss, but proceeded to go about selling him for us. The early morning shopper, a 15-minute program with a girl describing store bargains is probably the most universally effective department store program. Further than that, 15 minutes of news of the store gives the advertiser more of an opportunity to advertise the many products that they have for sale. While we have four department stores on the air, we have found that this type of program is most successful.

After they reach the point of giving you a trial, *make them merchandise the goods advertised over the air.* When they go on the air for a so-called "test", the merchandise goes under the counter, and the clerks are told not to push the items as "we are making a test of radio". They've used newspapers long enough to think it's a good way to advertise. You think you have a medium as good or even better. The only way is to test it. But test it on an equal basis, or don't test it!

Stay away from the institutional stuff. The more you take, the more you are going to have to fight down the old argument that "radio is a good institutional medium, but I don't think it can sell merchandise". Ask for tangible items. Only the big stores do a consistent institutional job. Department stores in small and medium size towns can't afford it consistently. If you get that type of business, you can expect a few programs or announcements three or four times a year, whereas a department store should be a steady spender with you.

Maybe you can sell 20 fur coats for them, and make more money than you can if you moved two or three hundred printed house dresses. But those two or three hundred women marching through the store look mighty good, and that's what creates the impression. And after all, what is the store's greatest problem? Traffic. That's why it's a department store. Because a woman coming in for a dress can go out with a number of other things she needs. Everyone walking over their threshhold is worth money. The more you bring, the more they'll like you.

MR. TRENNER

Until you get established, lay off the men's department. It's the toughest department store merchandising job in most stores. When they get ready, thev'll give this stuff to you for a test, and if you don't click, they'll not tell you they've been batting their brains out in the newspaper for the last ten years. They'll just blame it on radio. Spend a little time in watching the various departments. When you get to first base, be picky and choosy; they'll like you better if they think you know what it's all about.

PUBLIC UTILITIES

UTILITIES are probably represented in your paper every day, yet you can't get any of it? Why? Let's just take the example of the electric company. What is their greatest problem today? The government competition. Either Federal or municipal. Yet what have they been doing about it? The same old load-building idea that has been their policy for years. Buy a hot water heater! Buy an electric

(*Continued on page 54*)

NAB Sales Group Has 214 Members

Lottridge Names Fox, Trenner As Heads of Committees

LESS THAN two months after its organization from scratch at the NAB Convention in Chicago, the Sales Managers' Division of the NAB on Aug. 25 had a membership of 214 station executives representing 226 stations, according to an announcement by J. Buryl Lottridge, general sales manager of KOIL, Omaha, and KFAB and KFOR, Lincoln, chairman and prime mover of the organization.

Working diligently at the task of aligning station members, the organization now has to set up several committees to tackle particular sales problems, and perhaps to hold periodic regional meetings in advance of the NAB convention next year. Mr. Lottridge was enthusiastic over the response accorded the movement and said he expected real benefits would inure to advertisers, agencies and to stations.

On Aug. 26, Mr. Lottridge announced the appointment of J. Leslie Fox, KMBC commercial manager, as chairman of the Committee on National Business and of Harry Trenner, commercial manager of WNBF, Binghamton, N. Y., as chairman of the Committee on Local Operations. Other members of the National Business Committee named were H. M. Feltis, KOMO-KJR, Seattle; Jack Gross, KWKH, Shreveport; Martin Campbell, WFAA, Dallas; E. Y. Flanigan, WSPD, Toledo, and one other to be named. Designated on the local group were H. J. Greig, McClatchey Stations, Sacramento; Craig Lawrence, KSO, and three others to be named.

The executive committee decided also to divide the United States into six districts for regional meetings and definitely agreed to have a national meeting at a centrally located city in January.

Division of Work

MORE than likely the Sales Managers' Division will be made a branch of the Commercial Section of the NAB prior to the next convention. It is functioning as a unit of the trade association at this time, having been so constituted by resolution at the last convention, and the NAB is defraying its overhead.

Of the stations already enrolled in the Division's membership, some two dozen are clear channels, more than 100 regionals and approximately 100 locals. Approximately 100 are members of major networks with 82 independents and 36 regional network outlets.

In addition to Mr. Lottridge, the executive committee of the Division comprises John W. New, WTAR, Norfolk, secretary; Mr. Trenner, Mr. Fox, L. H. Avery, WGR-WKBW, Buffalo; Hale Bondurant, WHO, Des Moines; Clark Luther, WOC, Davenport; Clarence T. Hagman, WTCN, Minneapolis; Walter J. Rothschild, WTAD, Quincy, Ill.; Mort C. Watters, WHEC, Rochester; Mr. Feltis, Mr. Gross, Mr. Greig, and Mr. Flanigan.

LUDEN'S Inc., Reading, Pa. (menthol cough drops) will sponsor Jimmy Fidler, *Hollywood Reporter*, in an NBC-Red series from Hollywood beginning Nov. 10, Thursdays, 10:30-10:45 p. m. J. M. Mathes Inc., New York, is agency.

• AT RIGHT — H. R. Gross, who handles noon, early evening and night news broadcasts over WHO. With a background of 14 years' reporting and news-desk experience, Gross has given the WHO news a top broadcast-ranking in the extensive area covered by WHO.

The news-broadcast in the morning is handled by Jack Shelley.

NEWS YOU CAN'T BUY

● News on Station WHO is news you can't buy, because just at present we haven't any left to sell.

WHO broadcasts United Press News four time daily — morning (Iowa Hardware Dealers), noon (Alka-Seltzer), early evening (Kentucky Winners), and night (Phillips Petroleum).

Each news broadcast is now contracted on a 52-week basis, because the sponsors have found that, in WHO territory especially, news-broadcasts are a remarkable buy.

In cities where one newspaper edition after another rolls off the press nearly every hour, newscasting is still an interesting radio service. But out in the semi-open spaces of the corn belt, where folks formerly have had to wait 12 to 24 hours, or even longer for much of their news, WHO's newscasting service brings world events hours nearer than ever before.

In addition to regular newscasts, major news items are flashed over the air as soon as received. The desire not to miss any of these flashes, is just another reason why so many sets in WHO territory stay tuned to WHO most of the time—

And why advertisers find WHO stays at or near the top of any station-list in returns per dollar.

CENTRAL BROADCASTING COMPANY, DES MOINES

J. O. Maland, Manager **Phone 3-7147**

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

KFRU

OWNED AND OPERATED
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ST. LOUIS STAR-TIMES

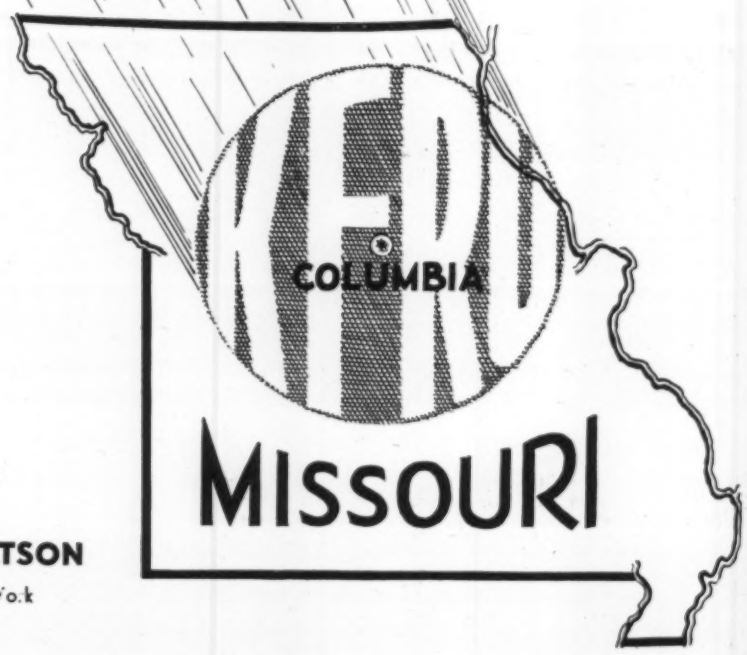
COVERING A

$75,000,000.00
(75 MILLION DOLLARS)

RETAIL SALES MARKET

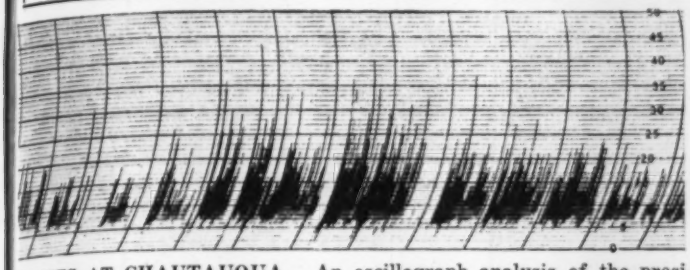
1,000 Watts—630 Frequency
(500 Watts at Night)

IN THE CENTER
OF MISSOURI

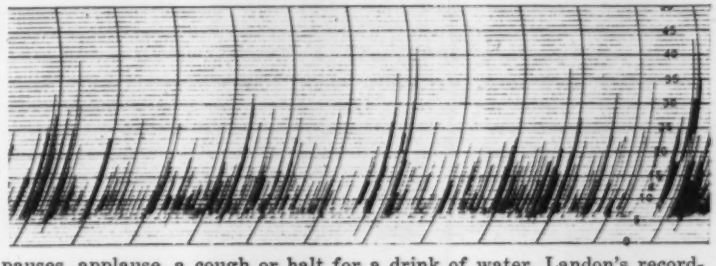


National Representatives
WILSON —— DALTON —— ROBERTSON
Kansas City Chicago New York

How the Roosevelt Voice "Looks"



How the Landon Voice "Looks"



VOICES AT CHAUTAUQUA — An oscillograph analysis of the presidential candidates' voices taken down under identical conditions by radio engineers when each spoke at Chautauqua, N. Y. last month. Experts interpret the Roosevelt graph as showing a faster rate of speech than Landon, a steadier pace, lower pitch and emotion in voice. The heavy ink shows the steady pace; the breaks, or low dips, indicate either pauses, applause, a cough or halt for a drink of water. Landon's recording shows a high-pitched voice which requires engineers to hold their dials at low gain at almost all times. The Landon voice, it will be noted, goes "sailing up" without notice, and if that happens on high gain the danger is it will break through the carrier wave. Landon is speaking much slower on the radio now than in the past, due to coaching.

Parties Plan Autumn Campaign And Perfect Broadcast Setups

President's Addresses Nonpolitical at Present; Landon Starts; Preparing Transcription Series

WITH President Roosevelt indicating that he will make no political campaign talks before October and that whatever speeches he makes during his current tour of the drought areas will be nonpolitical in character, relatively little activity in the way of radio time placements was reported by major party headquarters during the last fortnight. Beyond the time engaged on NBC for the Landon talks at Middlesex, Pa., Chautauqua and Buffalo, CBS carrying the Chautauqua talk also, and the several one-time schedules placed for various speakers on networks and individual stations [BROADCASTING, Aug. 1 and 15], the parties were still apparently gearing themselves for the widened radio activities to come during September and October.

The Democratic radio division, with its small but smoothly working organization under the direction of William Dolph at Washington and Robert Berger his assistant at New York headquarters, was planning to engage more network open time on a schedule, possibly on the Mutual Network, and during the last week began laying plans for an extensive transcription campaign to reach the foreign language audience.

Mr. Stuart

The Republican radio division, with headquarters in Chicago, concentrated on the initial Landon speeches and during the last few weeks was still in organizational throes. Hill Blackett, radio director, announced the appointment of Alfred Stuart, former New York newspaperman who has been in the publicity department of Paramount-Publix Corp., as director of radio publicity for the Republican National Committee, with Wells Church, formerly program director of WJSV, Washington, as his assistant. Mr. Church was also assigned to assist John Elwood, one-time NBC vice president, who is handling G.O.P. radio programs.

Democrats are leaving to their Foreign Language Dept., directed by L. W. Robert Jr., the plans for foreign language transcriptions, with Ralph Steinberg, president of Radio & Film Methods Corp., transcription producers, as "coordinator" under Mr. Robert and R. Bryan Owen, son of Mrs. Ruth Bryan Owen, U. S. Minister to Denmark, recently named radio division director. Its tentative plans call for the use of radio stations in about 15 cities, using 15-minute transcriptions in Italian, German, Jewish, Polish, Russian and the Scandinavian tongues.

Transcription Plans

REPUBLICANS are also planning a disc campaign, and will record the William Hard *News for Voters* talks (currently heard nightly on the NBC-Blue network, which on Aug. 24 shifted to a 9 o'clock period, EST, rather than 6:15 p. m.). Mr. Hard's network talks will be repeated via the transcription medium in spotted areas not reached by the network.

Other transcription plans are in the making at G.O.P. headquarters, but have not yet been announced. Like the Democrats, the Republicans are buying mainly one-time periods for their chief speakers, with Col. Frank Knox doing most of the speaking over networks and individual stations during his widespread tours.

Not only did his radio-speaking coach accompany Governor Landon on his August tour of the East, but both Landon and Knox are carrying their own microphone equipment and their own operators. Charles Warriner is the technical advisor to the G.O.P. radio division. The special microphone stands were built for the candidates by Collins Radio Co., Cedar Rapids, Ia.

NBC is sending Carleton Smith, its presidential announcer in Washington, with President Roosevelt for his talks, non-political or political, while Albert Johnson, its divisional chief engineer at Washington, and his men are joining the candidates with technical equipment when needed. CBS has Bob Trout on call to continue announcing the President, with Clyde Hunt as his technician, and they may join Landon also when that network is purchased for the later Landon talks.

To cover Landon, NBC has assigned Announcer Charles Lyons from its Chicago staff and to cover Knox it has assigned Nelson Case.

What time the other candidates will purchase was still undecided as BROADCASTING went to press, but they have informed the networks they intend to use the radio as extensively as their funds will permit between now and the elections Nov. 3. Communists have already reserved NBC time [BROADCASTING, Aug. 15] and the other minor candidates expect to be heard. Not so well known but in a position to demand "equal opportunity" to use the air under the communications law are not only Earl Browder, Communist candidate, but Norman Thomas, Socialist; John W. Aiken, Socialist Labor; D. Leigh Colvin, Prohibition, and William Lemke, Union.

President Roosevelt, Gov. Landon and the other five candidates, as well as Chairman Hamilton of the Republican National Committee and Chairman Farley of the Democratic National Committee, all are scheduled to speak over nationwide networks in sustaining time to be furnished Sept. 23 for the annual *Forum on Current Problems* conducted in New York by the *New York Herald-Tribune* —the first time during the campaign when all candidates will be heard on one day's program.

Most of President Roosevelt's talks during September will be on a sustaining basis, with assurances that he will be speaking as President and not as a candidate. An interesting sidelight on the hair-line differences that may arise over this, and indicating also that the parties do not intend to be too free with their radio funds, was the demand by the G.O.P. that, since Mr. Roosevelt delivered his foreign affairs speech from Chautauqua, N. Y. last month on a sustaining basis, the Landon talk the next week from the same platform should also be sustaining. Both NBC and CBS, rather than get into prolonged argument with the politicians, agreed to donate the time, though Landon's Middlesex and Buffalo talks were on a sponsored basis on NBC only.

What the non-political organizations that are very much identified with politics will do in a radio way during the next two months, still remains an enigma. Networks and stations were still at sea whether to accept as sponsors the programs of such organizations as Father Coughlin's National Union for Social Justice, the Liberty League, the Jeffersonian Democrats, the Townsend Old Age Revolving Pensio group and the Gerald Smith Share-the-Wealth movement, some of whom already have used local time.

Democrats Buy Regional Nets; Preparing Discs

EMPLOYING a special independent nine-station state hookup, the New York State Democratic Committee on Oct. 15 will begin a schedule of half-hour political broadcasts to be picked up from various parts of the state. Through U. S. Advertising Corp., New York, the committee has engaged staggered time schedules for 14 nights up to Oct. 31, chiefly between 9 and 10:30 p. m., on WOR, WABY, WSYR, WGR, WMBO, WIBX, WOCL, WNBF and an unselected Rochester station.

Democratic National Committee headquarters at 444 Biltmore Hotel, New York, advised BROADCASTING as it went to press that its transcription campaign [see adjoining column] will definitely get under way Sept. 15 on about 50 stations, with two 15-minute shows a week. Robert Berger, in charge of the New York office, also announced that he has bought the Iowa Network Sept. 9, 1:15-1:30 p. m., and the Michigan Network Sept. 6, 12:45-1 p. m., through U. S. Adv. Corp., for political speakers.

Governor's Disc Dramas

DRAMATIZATIONS of state and national political issues via transcriptions are being recorded by Columbia Phonograph Co., Chicago, for placement on stations throughout Illinois. Twenty-six 15-minute programs, in which Gov. Henry M. Horner is featured in talks and dramatic episodes, are to be placed on WJJD and WCFL, Chicago; WJBC, Bloomington; WMBD, Peoria; WHBF, Rock Island; WROK, Rockford; WTAD, Quincy; WJBL, Decatur; WCBS and WTAX, Springfield; WCLS, Joliet; WDZ, Tuscola; WTMV, E. St. Louis.

Townsend Radio Chief

HOWARD RAY, at one time commercial manager of KTSM, El Paso, and studio manager of KOB, Albuquerque, has been appointed radio director of OARP Ltd., the Townsend Old Age Revolving Pension plan, with headquarters at the Townsend offices in Chicago. Mr. Ray replaces J. B. Kiefer and was personally appointed by Dr. Townsend.

Facsimile on Broadcast Band Provided in New FCC Rules

Experimental Operations Permitted in Revision of FCC Rules; High-frequency Rules Changed

DEFINITE provision for use of the regular broadcast band for experimental facsimile along the lines often advocated by many broadcasters, is made by the FCC Broadcast Division in revised rules and regulations governing high-frequency broadcast and experimental services, and which become effective Sept. 15.

Revising in several important respects the rules it had promulgated earlier this year to become effective first in July and then deferred until the September date, the FCC took into account testimony and data adduced at recent hearings as well as the results of its own studies. The change in the facsimile rule will allow broadcasting stations to operate facsimile transmitters experimentally during early morning hours on their regular channels and should give impetus to the development of this impending visual radio art.

Other changes in the rules cover television, call letter announcements on international frequencies, high-frequency broadcast stations and international stations. Moreover, the language is clarified in other instances. Two new groups of frequencies also are set aside in the very high frequency range for relay broadcast stations. The 2000-2100 kc. band was set aside for television experimentation to test rural coverage along the lines outlined at hearings in June by Purdue University.

Wide Bands for Television

ADOPTING the recommendation of the Radio Manufacturers Association that a band 6,000 kc. wide is essential for high-definition television transmission, the new rules specify that bands of that width may be selected in the ultra-high range above 110,000 kc. Previously the regulations prescribed that any two adjacent frequencies in this range might be used. Another change in television regulations states that the lower carrier frequency shall be for visual broadcast and the higher for the aural broadcast, whereas the previous rule left this optional.

Rules governing visual broadcast services were divided into two separate groups — one for television and the other for facsimile. There were no changes in definitions or policies from the rules as originally promulgated, although there is considerable variation in language.

The most important revision is that pertaining to facsimile. In the original rules there were no specific frequencies assigned for this service, but frequencies were to be allocated where least interference would be caused from among those designated for television.

The revised rules provide that three frequencies—2012, 2016 and 2096 kc., now in the television band—shall be used for experimental facsimile broadcast stations provided no interference is caused to the television stations operating in the band 2000-2100 kc. Then it is specified that if the facsimile program of research and experimentation cannot be properly carried forward on these frequencies, other frequencies under the FCC jurisdiction may be assigned experimentally provided a sufficient need is shown and no interference will be caused.

This opens the way for use of regular broadcast channels for facsimile. Experimenters have maintained that it is feasible to use these channels from midnight to 6 a. m. for picture transmission into the homes through a simple attachment on the conventional receiver and via a rather simple transmitting station. Thus, the public could arise each morning and find in a receptacle beside the receiver considerable printed matter, and even facsimiles of newspaper pages.

The revised rules do *not* cover a rewritten regulation for international rebroadcasting (Rule 177) which provoked considerable controversy at the time it was promulgated. It had provided that specific authority would have to be procured from the FCC for rebroadcasts from foreign countries, among other things. A proposed revised rule probably will be considered by the FCC early this month, in time for promulgation by Sept. 15.

Another change in regulation was that relating to relay broadcast stations, described as stations licensed to transmit, from points where wire facilities are not available, programs for broadcast by one or more broadcast stations or orders concerning such programs. Whereas the original rule provided that relay stations could only be used by stations holding regular licenses, the clause was revised so that a chain station may pick up a program for the network, even if it does not itself broadcast the particular program. A new paragraph reads:

"The Commission may license a special relay broadcast station to the holder of other classes of broadcast licenses provided the relay station will be used wholly in conjunction with the experimentation or relaying of programs for broadcast by that broadcast station."

NEWS PANEL — From this new automatic control desk NBC cuts into network programs with flash news announcements. Automatic fadein and fadeout are provided. Here is Patrick J. Kelly, supervisor of announcers, at the panel.

Relay Broadcasting

IN ANOTHER change in relay broadcast rules, the FCC eliminated the clause that no international frequencies may be used for such service.

Heeding the plea of broadcasters, as expressed at the June 8 conference in Washington, asking that it eliminate the proviso in the regulations that any of them may be changed without prior notice or hearing, the FCC eliminated this language wherever it appeared in

(*Continued on page 59*)

Regional Station Group Enlarges Ranks And Prepares for Reallocation Hearing

ACTIVELY pursuing its plan of presenting to the FCC Broadcast Division at the "reallocation hearings" beginning Oct. 5 a comprehensive plan for a horizontal increase in power for regional stations, the newly formed National Association of Regional Broadcasting Stations on Aug. 27 announced a total paidup membership of 49 stations. John Shepard 3d, president of Yankee Network and chairman of the executive committee, disclosed also that another dozen stations had signified intention of joining, but these will not be counted as accredited members until they have paid the initial assessment of four times their highest quarter-hour rate.

Meanwhile, it is evident that battle-lines were being formed for the epochal hearings, with superpower of 500,000 watts likely to become a seething issue. The newly formed regional group has expressed itself in outright opposition to superpower and in favor of East-West Coast duplication on most of the clear channels. Another group of regional stations may be formed under the leadership of W. C. Alcorn, vice president and general manager of WBNX, New York, who takes the view that the opposition to superpower is unwarranted, and that the Shepard group is discriminating against regional stations on the higher frequencies.

Clear Channel Plan

THE so-called clear channel group already is prepared to present a case in support of the retention of clear channels with high power as a means of serving rural listeners, and of opposing duplication on such channels. Louis G. Caldwell is counsel for this group of a dozen stations, with McNary & Chambers, consulting engineers, to present technical testimony.

Local stations have not yet designated counsel. Through Edward A. Allen, president of National Independent Broadcasters Inc., efforts are being made to align them in a group and procure funds to defray the costs. Thus far, apparently, the efforts have been unsuccessful. All parties have until Sept. 15 in which to file appearances for the reallocation hearings, and some decision may be reached in advance of that date.

Chairman Shepard announced also that Paul F. Godley, consulting engineer of Montclair, N. J., and John A. Barron, formerly FCC Broadcast engineer and now a consultant in Washington, have been retained to aid Dr. Greenleaf Whittier Pickard, chief technical counsel, in the preparation of technical testimony at the hearings. They are handling the preparation of exhibits.

Paul D. P. Spearman, former FCC general counsel, is the chief legal counsel for the regional group. A fortnight ago, in behalf of the group, he filed with the FCC a petition asking 5,000 watts at night for regionals and retention of the status quo insofar as regional assignments are concerned until after the new FCC policy is decided upon. The FCC law department now has this petition under advisement, and the Broadcast Division probably will consider it at the next formal meeting.

On that date the executive committee of the regional group will meet in New York to hear reports of the engineering and legal staffs and give them final instructions for the presentation at the hearings. A meeting of the entire membership of NARBS will be called in Washington the day prior to that assigned for its presentation to the FCC.

To offset Mr. Alcorn's move opposed to his organization, Mr. Shepard on Aug. 24 sent to all regional stations on channels between 1220 and 1450 kc. a special letter stating his organization was prepared to work in behalf of all regionals, rather than a particular group. Recommendations of his engineers, he said, will definitely favor increases to 5,000 watts night on all regional channels. Moreover, he brought out that of the six members of the executive committee, two represent stations in the higher regional frequencies. He pointed out, also, that of the aggregate paid up membership, 14 stations are in the higher frequency group.

"If you have hesitated to join NARBS because of any thought that they might not adequately represent all stations in this band," he said, "I hope this letter will clear the situation up and that you will no longer hesitate to declare your intention of helping the regional stations in this presentation by becoming a member."

Changes in Officers

TWO CHANGES in the regional chairmanships of the organization were announced. Don Withycomb, WFIL, Philadelphia, was named in lieu of J. Thomas Lyons, WCAO, Baltimore, who found himself unable to serve and Ralph R. Brunton, KQW, San Jose, Cal., was named in place of Jerry King, president of Standard Radio Inc., who last month resigned as general manager of KFWB. Other regional chairmen are J. H. Ryan, WSPD; Henry W. Slavick, WMC, Memphis, and Dean Fitzer, WDAF.

The executive committee headed by Mr. Shepard comprises Edgar L. Bill, WMBD; Walter J. Damm, WTMJ; John J. Gillin Jr., WOW; Herbert L. Pettey, WHN; Hoyt Wooten, WREC, and W. J. Scripps, WWJ.

Stations which already have paid up memberships are WICC, WDRC, KQW, KFSD, WDEL, WGES, WMBD, WIND, WLBZ, WCAD, WNAC, WAAB, WORL, WTAG, WWJ, KMBC, WOW, KGIR, KGHL, WOKO, WBEN, WHOM, WHN, WHEC, WFBL, WSYR, WWNC, KFYR, WSPD, WGAR, WFIL, WEAN, WMC, WNBR, WREC, KRGV, WDBJ, WMMN, WTMJ, WXYZ, KSO, WSAI, WHIO, WNOX, WTAR, WCAM, KOIL, KGGF, KFNF.

Again! AT THE STATE FAIR

AGAIN, WLS filled the grandstand on the opening night of the 1936 Illinois State Fair. Almost 9000 people *paid* from 25c to $1.00 each to see the five-hour broadcast of the WLS National Barn Dance from an open air stage in front of the amphitheatre. ¶ Gene Irwin manager of the State Fair said "You folks certainly have what the people want. Twenty-five percent of our State Fair mail has asked about the Barn Dance. We had to open our clerical offices two weeks sooner than usual to care for advance ticket orders." ¶ That's listener interest. And listener interest predicates advertising results.

50,000 WATTS CLEAR CHANNEL

WLS

Starting in 1924, WLS has broadcast from the Illinois State Fair each year bringing major features of the Fair to those unable to attend personally. One of many projects conducted regularly by WLS — in the public interest and for service to its listeners.

THE PRAIRIE FARMER STATION

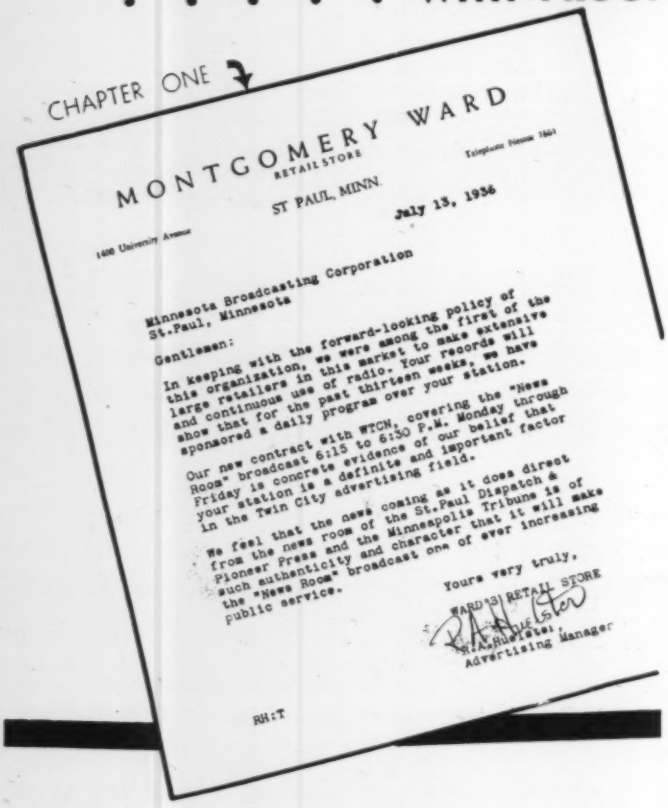
Burridge D. Butler, President — John Blair and Company, Sales Representatives — Glenn Snyder, Manager

Good Reading for Alert Advertisers

A Serial Story Entitled "WE ARE GOOD"

by WTCN

. . . . . WITH PROOF


CHAPTER ONE

MONTGOMERY WARD
RETAIL STORE
ST PAUL, MINN.
Telephone Nestor 1661
1400 University Avenue
July 13, 1936

Minnesota Broadcasting Corporation
St.Paul, Minnesota

Gentlemen:

In keeping with the forward-looking policy of this organization, we were among the first of the large retailers in this market to make extensive and continuous use of radio. Your records will show that for the past thirteen weeks, we have sponsored a daily program over your station.

Our new contract with WTCN, covering the "News Room" broadcast 6:15 to 6:30 P.M. Monday through Friday is concrete evidence of our belief that your station is a definite and important factor in the Twin City advertising field.

We feel that the news coming as it does direct from the news room of the St.Paul Dispatch & Pioneer Press and the Minneapolis Tribune is of such authenticity and character that it will make the "News Room" broadcast one of ever increasing public service.

Yours very truly,
WARD'S RETAIL STORE
R.H. Rutherford
Advertising Manager

RH:T

◆ ◆ ◆

WTCN

ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE STATION

Minnesota Bldg., St. Paul — Wesley Temple Bldg., Minneapolis

FREE & SLEININGER, INC.
National Representatives

DISC DEDICATOR
Prall Speaks at WTMJ and KWK at Same Time

CHAIRMAN PRALL of the FCC was the principal speaker at the dedication of new broadcasting station plants in St. Louis and Milwaukee on Aug. 23 at approximately the same hour. He performed the feat by electrical transcription. Invited to both dedications, and unable to attend either, Mr. Prall resorted to the modern transcription method, having had his addresses recorded at the U. S. Recording Co., Washington. KWK dedicated its new 5,000 watt transmitter with a half-hour program attended by many out of town guests, while WTMJ ushered into service its new ultra-modern studios.

In each case Mr. Prall expressed satisfaction with the new installations, declaring that investments of this character tend to "lend stability" to broadcasting as an industry. The FCC, he asserted, looks with favor upon installations of modern equipment as an indication of the "awareness of public service" of the station owners.

New York Court Decides Theatres Used By Radio Must Hold City License

IN A RULING handed down by Supreme Court Justice Lloyd Church in New York Aug. 19, the court decreed that all theatres coming under the jurisdiction of the New York Commissioner of Licenses, Paul Moss, cannot be used by broadcasting companies for radio broadcasts unless the theatre holds a theatrical license.

The ruling was an outgrowth of the suit filed by the Dry Dock Savings Institution, New York, as owners of the New Amsterdam Theatre, restraining Commissioner Moss and Police Commissioner Valentine for interfering with radio programs broadcast from the studio atop the New Amsterdam Theatre. The bank contended that broadcasts are private theatricals to which no fee is charged and to which the audience is invited. It also claimed that the license law was passed prior to radio and was not intended to apply to broadcasts.

Commissioner Moss said that CBS had licenses on all three theatres which it utilized and that a license was necessary to certify that the Fire and Building Departments have approved the premises. In the original complaint, Dry Dock Savings Institution had claimed that Mutual and CBS have signed leases for the use of their radio theatres this fall. So far as BROADCASTING could ascertain, no such lease was signed by either network and no broadcasting company is using the theatre at present. NBC is not involved in the case, their studios not being classed as theatres since they are located in the RCA Bldg.

DEDICATED to Bob Burns, radio comedian, whose bazooka and stories about fictitious kin down in Arkansas, have put Van Buren on the map in a big way, the *Van Buren Press-Argus* has issued an 18-page Bob Burns Edition to commemorate his homecoming.

Fall Series Signed By Yankee Network
Revised Lineup Now Includes 11 New England Stations

ELEVEN instead of 13 stations will comprise the new Yankee Network when it goes into operation Sept. 27 under the management of John Shepard 3d. This was disclosed when Rate Card No. 1 was issued Aug. 15, listing the individual and collective rates for the realigned regional network [first announced in Aug. 1 and Aug. 15 BROADCASTING]. The final lineup of stations omits WMAS, Springfield, and WATR, Waterbury, at first scheduled to join the net, leaving the list as follows:

WNAC, Boston, key station; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell. These stations will also take programs from or feed to WOR, WHN and WINS, New York, the rate card states, and the network will be represented in the national field by Edward Petry & Co. Plans for the Shepard-operated Colonial Network, a second New England regional to be keyed from WAAB, Boston, which will be the New England outlet of Mutual Network and will also hook up with WHN or with the New York State Broadcasting System, remain the same. [BROADCASTING, Aug. 15.]

New Contracts Signed

LESS than three weeks after announcement of the formation of the new Yankee Network, contracts with regional and national advertisers had been completed representing an amount well over a third of a million dollars.

Contracts include:

Penn Tobacco Co., Wilkes-Barre (Kentucky Club, Kentucky Winners), 144 quarter-hour baseball programs starting April 19, 1937, daily except Sunday on 8 stations. Agency: Ruthrauff & Ryan Inc., New York.

Penn Tobacco Co., six weekly participations in *Yankee Network News Service* starting Oct. 1 on 10 stations. Agency: Ruthrauff & Ryan.

Tide Water Oil Sales Corp., New York (Tydol, Veedol), 30 quarter-hour thrice-weekly football programs with Eddie Casey, starting Oct. 1 on 8 stations. Agency: Lennen & Mitchell Inc., New York.

Durkee-Mower Co., Lynn, Mass. (Flufferettes), 26 quarter-hour Sunday programs starting Sept. 7 on 5 stations. Agency: Harry M. Frost Co. Inc., Boston.

Fels & Co., Philadelphia (Fels Naptha), thrice-weekly quarter-hour vocal trio, starting Sept. 28 on 4 stations. Agency: Young & Rubicam Inc., N. Y.

John Morrell & Co., Inc., Ottumwa, Ia. (Red Heart dog food), two weekly participations in *Yankee Network News Service*, starting Sept. 29 on 10 stations. Agency: Henri, Hurst & McDonald Inc., Chicago.

Dawson Brewery Inc., New Bedford, Mass., participations in *Yankee Network News Service* on 9 stations. Agency: Dowd & Ostreicher Inc., Boston.

E. R. Parker Dental System Inc., Boston, with commentator series.

SAFEWAY STORES Inc., Oakland, Cal. (chain stores), will call attention to opening of its new milk plant in Portland, Ore., with one-minute dramatic discs twice daily on KGW and KOIN, Portland, during the week of Sept. 7.

KSD service to the public keeps pace with the growth of RADIO

1936

KSD was started by the Post-Dispatch in 1922—one of the pioneer stations to serve a discriminating radio audience. KSD has taken advantage of every opportunity to use its facilities for the entertainment and enlightenment of all classes of listeners.

KSD facilities to serve have kept pace with the growth of the radio industry. From microphone to antenna, this station's equipment is the very latest.

KSD is owned and operated by the St. Louis Post-Dispatch, with this newspaper's energy, resources and prestige to keep it ever alert to opportunities for the extension of the Station's helpful service to the public.

KSD

1922 ST. LOUIS The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

Best Business in Seven Years

$100,000,000 Cotton Crop In Mid-South Brings Smiles to Memphis

By JACK BRYAN AND NED TRAPNELL
Press-Scimitar Staff Writers

THE Voice of MEMPHIS

The Mid-South will have the biggest cotto
known since the war.

More than $100,000,000 will pour thru Me
Mid-South market from cotton alone.

**Fall business in every quarter is stocking
biggest season since 1929.**

Already the movement is under way.

Retail stores have increased their stocks 25 per cent.

Wholesalers have increased their busine 25 to 50 per cent.

Rail traffic has grown to 30 per cent over last year's figure.

River traffic is 29 per cent greater.

Bank debits, the "spending money" of business and individuals, is 12 per cent greater than a year ago in Memphis.

Lumber sales are 15 per cent greater than 1935.

Steel and construction supplies have jumped 50 per cent or better to meet the widespread revival in repairs, building and new construction.

Building permits are more than doubled.

Memphis citizens are investing heavily in home furnishings, as they spread out from depression-crowded homes into their own establishments and the housewife's hand is given freer reign.

MERCHANTS CAUGHT BY THE RUSH

Merchants were almost caught by the early trek to outfit children for school well ahead of time.

Radios, refrigerators, roofing, new water systems are going in swelling volume to the farms.

Business is singing a song of triumph in Memphis and the Mid-South.

Backed by a swelling chorus of consumers, wage-earners and farmers, it will reach its climax in another month when the new cotton crop begins coming in.

King Cotton is furnishing the main push. Memphis is on the verge of the greatest cotton season since the war. Merchants are betting their cold, hard cash on it—because with cotton money, farmers buy machinery, goods, clothes, hardware, building materials.

Farmers spend money, and this year they are going to spend it on things they have needed and wanted for five years.

MONEY GOING BACK TO WORK

Deposits are higher than a year ago, which is a sign of business, Kennedy of the Memphis Clearing House ... more idle money," he said.

...r cent ahead of last year ...nt above the figure for ...

...,780,000 ahead of last ...

... reflects how much ...f last year, showing ... the second week of ...

...s the cotton traffic ...le of cotton is $2.50. ...emphis, for it costs ...e and sell a bale of ...

...s of seed, which they ... The short corn crop, ... vegetable oils.

...illion pounds of crude oil, ... 65,000 bales of linters, sell- ...d 100,000 tons of hulls, which ... probably go down to $5.

... comes from the soil, and while its annual ... ched by reckless cutting, lumber production remains second to cotton as the largest income producer.

Choose WREC TO SELL THIS RICH MARKET FOR YOU

W R E C

NATIONAL REPRESENTATIVES: PAUL H. RAYMER COMPANY, NEW YORK · CHICAGO · SAN FRANCISCO
TENNESSEE'S FIRST AND FINEST RADIO STATION — AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

Texaco Promotion For Cantor Series To Blanket Nation

Posters, Hats, Huge Cutouts, White Space Will Be Used

BEHIND the New Eddie Cantor-CBS program starting Sept. 20 The Texas Co., New York (Texaco oil products) will place an extensive merchandising campaign. Using the 42,000 Texaco dealers across the country as the starting point for distribution of merchandising aids, The Texas Co. will literally blanket the country with Eddie Cantor promotional material.

A total of 25,000 life-size cutouts of Cantor will feature the campaign and also will be reproduced in the *Saturday Evening Post* Sept. 26, *Time*, Sept. 28 and *Collier's*, Oct. 3. The ads will be full-page black and white insertions. Eight-color cutouts depict Cantor as a Texaco salesman carrying a placard announcing the radio series. The famous Texaco Scotties of a few years ago have been revived and they accompany Cantor in the cutouts.

Dealers will receive 100,000 small window stickers; 100,000 large window strips in four colors; 50,000 small canvas banners in two colors, and 100,000 large canvas banners in a four-color combination. These banners will be featured on all trucks hauling Texaco products, in addition to service stations. A new novelty called the Eddie Cantor Pop-Up folder, in which the Cantor face jumps into view when the folder is opened, will be used for direct mail. A total of 4,000,000 will find their way into the hands of radio listeners before the program is a week old.

House Organ Plans

INSTEAD of a broadside to dealers The Texas Co. is using the September issue of its house organ, *The Texaco Mission*, an eight-page tabloid, to tell dealers about the series. In subsequent issues the company will carry follow-up stories on the program. The house organ is mailed to 50,000 dealers and prospects. The already famous Texaco Fire Chief hat will again be in evidence but due to a new company policy the hats will be given only to the studio audience. Wording of hats has been changed slightly, and they will be souvenirs of the *Texaco Town* broadcast since the series will revolve around a mythical town.

Whether the program will originate from Hollywood or New York depends on Cantor's film plans. If the program comes from Hollywood, Texaco will use the Music Box Theatre. In New York it will use the newly leased Manhattan Theatre. To introduce the series 250-line ads will be taken in 225 Saturday or Sunday newspapers on Sept. 19-20. For the next four or five alternate Sundays 100-150 line ads will be used.

Other merchandising plans will be announced after the program has been on the air a couple of weeks. It is estimated that the total cost of the Eddie Cantor program will be well over $20,000 for each half-hour period. In addition to Cantor the program will feature James Wallington, Parkyakarkus, Bobby Breen, and Jacques Renard's orchestra. Wallington will do the commercials.

EDDIE AND TEXACO — This poster is part of Texas Oil Co.'s elaborate merchandising program for its new Eddie Cantor series.

Newell-Emmett Inc., New York, handles the newspaper and magazine copy for The Texas Co. with Hanff-Metzger Inc., New York, servicing the radio, poster, and merchandising material. George Vos, vice president of The Texas Co., is in charge of all radio advertising for the company, with James Tierney serving as his assistant.

Disc Library Designed For Smaller Stations to Be Issued by Associated

A SECOND transcription library service designed for smaller stations has been launched by Associated Music Publishers Inc. to supplement its basic service now being used by some 50 stations, according to announcement Aug. 21 by M. E. Tompkins, president. The new library, to which about a dozen stations already have subscribed, is in production and will begin formally on Sept. 15.

According to Mr. Tompkins it will be the same as the larger library in quality, but will comprise only 20 hours playing time initially, with an hour additional per month. The basic service, launched last Jan. 1, comprises 50 hours initially with a guaranteed supply of 1½ hours additional per month. Cost of the new library varies from $37.50 to $50 per week, depending upon station and market. The basic service is supplied at $75 per week.

Simultaneously Mr. Tompkins announced the addition of Jack Hayes, formerly of Transcription Co. of America, as Chicago representative for AMP's transcription branch. He is now traveling the midwestern territory under the direction of Loren Watson, AMP sales manager.

Gordon Jones, formerly recording engineer on the New York staff of Electrical Research Products Inc., has joined AMP as recording engineer.

ARNOLD MAGUIRE and Van Fleming, NBC producers in San Francisco have a combined library containing a total of 30,000 humorous situations, gags and anecdotes, all classified and cross-indexed.

Knock Knock!

WHO'S THERE?

Busy Builders Trying to Keep Up with Oklahoma City's Demand for New Homes!

Oklahoma City Leads the Nation in Building Gain First 7 Months!

● A RECENT DUN AND BRADSTREET building report showed Oklahoma City gained 347.8% over last year for the January to August period, leading the nation in percentage of gain.

Oklahoma City Building at 5-Year Peak!

Homes have been going up at an average rate of three and a half a day since January 1st. With Oklahoma City growing at the rate of five families a day during the same period, residential building is due to continue without let-up to meet the growing demand for homes in this constantly growing city.

Besides residential construction, a $6,500,000 civic center project, a $1,560,000 federal low-cost housing project and scores of business structures, schools, streets, water, sewage and miscellaneous projects are under way.

Throughout Oklahoma City's trade area building activity is at a new peak keeping an army of workmen busy at good pay and making business hum for manufacturers and dealers who supply the vast amount of materials and equipment.

A Standout Sales Area!

In the building picture here you can see conclusive, factual evidence of the healthy, vigorous condition of this market and of a sales potential far above average.

And WKY is the station in Oklahoma City best able to translate this above-average potential into above-average sales.

Affiliated with
THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN

WKY · OKLAHOMA CITY

THE ONLY FULL-TIME NBC OUTLET IN OKLAHOMA

National Representative
E. KATZ SPECIAL ADVERTISING AGENCY

XUM

Pioneer Wireless Experiments Recalled By Dr. DeForest at WWJ Anniversary

Dr. DeForest

MEMORIES of the early days of wireless experimentation which led up to voice and music broadcasting were recalled by Dr. Lee DeForest, noted inventor of the audion tube which is the heart of radio, speaking at the 16th anniversary celebration of WWJ, of the *Detroit News*, Aug. 20, the occasion also being the informal dedication of the station's magnificent new studio and transmitter plants.

The formal dedication of WWJ's million-dollar plant has been set for Sept. 16, when the station will begin a week of special programs featuring big-name talent.

Dr. DeForest paid tribute to WWJ as "the original broadcasting station" of the country, declaring that KDKA at East Pittsburgh was founded 11 weeks later and that he believed WSB of the *Atlanta Journal* was the second station to be operated by a newspaper. Though one of his men installed the transmitter for what was later to become WWJ, Dr. DeForest's remarks opened anew the controversy as to whether WWJ or KDKA is the oldest station still on the air — the former insisting that it is and the latter claiming that it started on Nov. 2, 1920, with the call letters KDKA on a regular broadcast schedule and therefore is entitled to pioneer claims.

The First Announcer

THE FAMOUS inventor, recalling his own early experiments in radio-telephony, asserted that he was "the first radio announcer" and declared that in 1909 he wrote that "some day the news, and even advertising, will be sent out to the public on the wireless telephone."

"My memory wings back to 1906," he said, "when after six eventful years devoted to bringing into life the then miracle of commercial wireless, I decided it might be actually easier for me to devise a system of wireless telephony than ever to become personally proficient in sending and receiving the telegraph code.

"Never suspecting at that time that my little three-electrode audion detector tube could be made also to generate alternating current of unlimited energy at any frequency, I developed instead a radio telephone transmitter using the arc in an alcohol flame, or steam. Crude though this generator was, and brutal as was the only method of modulating its radio output (by means of heavy microphones in the earth connection), nevertheless radio broadcasting was thus first initiated; and until 1915 this was the only known method of wireless voice transmission.

"By its means the actual voice of Caruso, in December, 1908, was radiated from the roof of the Metropolitan Opera House. I could hardly call it 'broadcasting' in that early epoch, when the radio audience to the greatest tenor voice in musical history was limited to a few wireless operators near New York harbor, plus a small group of reporters planted for this occasion in nearby Newark. Yet this was to me the realization of a dream cherished since 1900.

"Few indeed were found at that time who could even dimly envision any commercial application for the new 'wireless telephone.' Unless perchance every office or home in a great city could have its own wireless telephone, with complete secrecy from all interlopers, of what possible commercial money-earning value could it ever be? Thus sagely argued the wise financial lights, some of these my own classmates in New York, loathe to consider financing basic patents on inventions which since then have actually earned hundreds of millions of dollars.

"And then, 11 years later, and for the first time in history, this prophecy was actually realized when on Aug. 20, 1920, the *Detroit News* opened the original commercial radio broadcasting station, WWJ. The 16th anniversary of that momentous inauguration, so courageously hazardous at that time, so epochal in its subsequent world-wide influence, we are celebrating today.

"From the time of my discovery, in 1912, that the three-electrode tube connected in a 'feed-back' circuit could be made to generate high-frequency electric currents, suitable for use in radio signaling, I had zealously striven to realize, by means of this new modality, my early dreams of general, widespread broadcasting of words and music.

"Many of my listeners tonight may recall the 'radio concerts', as I then styled them, which three nights a week issued from the very first pioneer broadcasting station located at High Bridge, New York City. We had progressed so far that in November, 1916, 20 years ago, we broadcast news bulletins of the Wilson-Hughes Presidential election. I well remember, as the first radio announcer, gleefully informing my audience of some hundreds of 'ham' fans that 'Hughes had been elected President of the United States' and at 11 o'clock bidding them all a glad Good Night! Only to learn next morning after the California vote had come in, that a slight error had been unwittingly perpetrated the night before."

YOU SELL MARYLAND WHEN YOU BUY WBAL

The Fall of 1936 will be radio's biggest season. Contracts and reservations prove it will be **WBAL's** biggest season, too. Write or wire ***NOW*** if you want to sell Maryland

✓Send for a copy of

WBAL'S NEW BOOK

NATIONAL REPRESENTATIVE • HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

Announcing

KWK'S NEW TRANSMITTER

In keeping with our policy of continually staying abreast of the latest in broadcasting, KWK now offers the advertiser and the listener the newest and finest in Western Electric Transmitters... High Fidelity... 100% Modulation... and a 400 foot vertical half wave Blaw-Knox Radiator. KWK, with the most modern transmission equipment in St. Louis, assures the advertiser increased coverage and the finest presentation of his message that is possible in the St. Louis area.

THOMAS PATRICK INCORPORATED
Hotel Chase St. Louis, Mo.

PARENTS AND OFFSPRING AGREE

THIS IOWA NETWORK SHOW IS OKAY

By Priscilla Wayne.
The sponsor of Uncle Bill and the comic pages every Sunday morning is certainly doing a grand service to the parents of Iowa, as well as the children.
The average early Sunday morning scene is the funny page spread out on the floor so that all the offspring, bottoms up, may listen, while they feast their eyes.

Clown suits add a touch of gayety as Uncle Bill puts the cast through the antics portrayed in the 16-page comic section of The Des Moines Sunday Register.

Priscilla Wayne, columnist, novelist and movie writer, hands the orchids to Colonial Bread, sponsors of "Uncle Bill Reads the Funnies".

"Uncle Bill Reads The Funnies" is now in its fourth year, having graduated to a Network hookup after a lusty start on KSO. Statewide circulation of *The Des Moines Sunday Register* means that children in every county of the state can follow this lively program—and results achieved for the sponsor show that they do follow "Uncle Bill" every Sunday. Of equal age is the children's show sponsored by Iowa's largest department store, "Younker's Junior Broadcasters" now scheduled for its fourth winter. Successful shows such as these are the best testimonial that we know how to reach the children in Iowa. Write now for information; or call the nearest office of our national representatives: E. Katz Special Advertising Agency.

CBS Basic, Des Moines — NBC Basic Blue, Cedar Rapids-Waterloo — NBC Basic Blue, Des Moines

IOWA NETWORK

Radio Stations of The Des Moines Register and Tribune

PROPRIETARY GROUP PLANS TRUTH DRIVE

AT A JOINT meeting of the Proprietary Association and the Medicine Manufacturers held in New York under the auspices of the *American Druggist* and *Drug World*, Hearst publications, it was decided that the two associations would sponsor a joint campaign of truth about reputable proprietary products which will be laid down on a national scale on the radio as well as in magazines and newspapers. The idea was conceived by T. Howard Kelly, executive editor of *American Druggist* and *Drug World*.

The campaign is being directed by a committee headed by Lee Bristol, Bristol-Myers Co., of the Proprietary Association as chairman. Mr. Kelly, secretary and P. L. Frailey of the Medicine Manufacturers as treasurer. It was decided to call it The Committee on Information for the Drug & Cosmetic Industry. Cosmetics were included within the scope of the committee because many of the concerns in the associations manufacture toilet articles.

On Aug. 13 the committee discussed plans to utilize independent stations and national networks in the educational program. Mr. Bristol and W. Y. Preyer (Vick Chemical Co.) of the radio subcommittee reported that preliminary parleys with broadcasting officials indicated that networks would cooperate in arranging for dramatic programs of an educational nature. It is also understood that the radio campaign will not begin before the presidential election. In addition to Mr. Bristol and Mr. Preyer the meeting was attended by Frank Blair, R. L. Frailey, William Jacobs, Dwight E. Austin, Edward Austin, Earl Meyer, Edward Gardner and T. Howard Kelly. Pending the launching of the radio efforts, publicity continues in white space.

Tangee Placing Discs Over 21 Latin Stations

GEORGE W. LOFT Co., New York (Tangee cosmetics), on Aug. 12 inaugurated a 26-week series of weekly 15-minute transcriptions on 21 Latin American stations. The program is modeled after Tangee's domestic success with Jimmy Fidler, *Hollywood Reporter*, and is titled *Tangee's Hollywood Reporter*. It features Carlos Borcosque, popular Spanish-speaking Buenos Aires movie columnist whose writings are syndicated in more than 60 Latin American newspapers.

The Tangee export account is handled by the Export Adv. Agency, New York City. Stations were selected by Broadcasting Abroad Ltd., New York City. Stations securing the placements are in Argentina, Chile, Cuba, Colombia, Dominican Republic, Ecuador, Mexico, Panama, Peru, Puerto Rico and Venezuela. Other Latin American stations will be added to the list shortly. Newspaper tie-ins publicizing the program are being used extensively.

U. S. EXPORTS of radio transmitting apparatus to foreign countries were valued at $1,590,358 during the fiscal year ending last June 30, comparing with $1,485,536 during the preceding fiscal year, reports the Radio Manufacturers Association. Central and South American countries continue to be good export markets for American-made broadcast equipment.

KMPC Asks Full Time; Leo Tyson Now Manager

Mr. Tyson

DECISION to apply to the FCC for full time for KMPC, Beverly Hills, Cal., was disclosed in August when Lewis Allen Weiss, representing the purchasing interests, announced the appointment of Leo B. Tyson as station manager. The station, operating limited time with 500 watts on the 710 kc. clear channel, on which WOR is the dominant station, was sold Aug. 20 to G. A. Richards and Leo J. Fitzpatrick, operators of WJR, Detroit, and WGAR, Cleveland. It is planned also to seek 1,000 watts power.

Mr. Tyson, until recently manager of *Al Pearce & His Gang*, is former manager of KHJ, Los Angeles, and was a member of the NAB board and also a director of the Los Angeles Advertising Club. He is a graduate of the University of Virginia and the U. S. Naval Academy.

Richard Connor, who has been manager of KMPC, continues on his leave of absence due to ill health, but is expected to return to the station within a few months as public relations director.

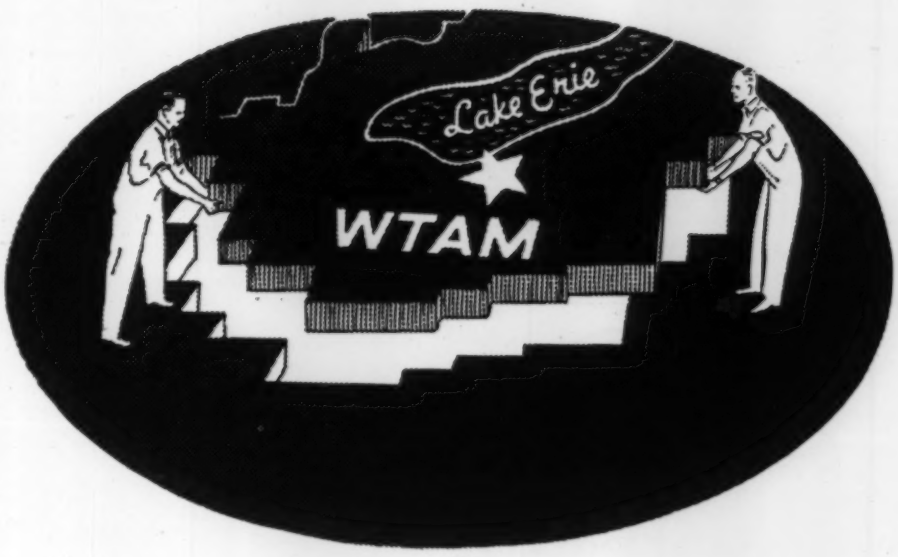
Standard Returns in West With Educational Series

STANDARD OIL Co. of California, San Francisco, which has sponsored symphony programs over the NBC Pacific Coast network since 1927, on Oct. 1 renews for its tenth year of weekly broadcasts. The hour concerts, currently broadcast by the Standard Symphony Orchestra under direction of Mishel Piastro, are heard Thursdays at 8:15 p. m. (PST). During its nine years on NBC, Standard has sponsored the principal symphonic orchestras on the Pacific Coast, including the Los Angeles Philharmonic, San Francisco, Portland and Seattle symphonies. The *Standard School Broadcast*, a Thursday morning series of elementary and advanced lessons in music appreciation, with string ensemble illustrating, which is off the air during school vacation, returns to the NBC-Pacific Red network Oct. 15 for its ninth year. Lessons for this weekly broadcast are prepared by Arthur S. Garbett, NBC western division educational director in San Francisco, and Adrian F. Michaelis, of Standard.

Croghan Sues; Seeks New Station in Minneapolis

SUIT for $41.560 alleging repudiation of contract has been filed against the operators of WDGY, Minneapolis, by Arthur H. Croghan, who left his post as national sales manager of that station in August and who on Aug. 17 applied to the FCC for authority to erect a new 100-watt daytime station in Minneapolis on 1310 kc. Mr. Croghan, with WDGY since 1930 and before that with KWK, St. Louis, alleges a contract guaranteeing him 40% commission on all accounts within a 200-mile territory was broken by the defendants.

MOLDED TO THE MARKET



In northern Ohio, the aireas of WTAM fit the concentration of purchasing power just like a mold. It's the only high power, clear channel station that covers the entire Cleveland Chamber of Commerce trading area. Direct your campaign to the audience of 1,017,000 NBC radio families—and—the die is cast!

WTAM **50,000 WATTS**
NBC Red Network
CLEVELAND

Completely programmed by NBC

World Library Service Acquires Six Stations

SIX stations, one of them in Canada, became subscribers to the World Broadcasting System program service during August, bringing the company's total to more than 150, according to a WBS announcement Aug. 21. The stations are KCMC, Texarkana, Ark.; WLAK, Lakeland, Fla.; KDFN, Casper, Wyo.; KWYO, Sheridan, Wyo.; KFKA, Greeley, Colo., and CHSJ, St. Johns, N. B.

WBS also announced that in the last few months it had increased by 50% the new releases sent its affiliates each month, together with completely revised continuity service designed to aid stations in sale of transcriptions to local sponsors, and tested merchandising plans. The WBS library now contains more than 1,600 musical selections, it said. The continuity department, headed by Garrett E. Hollihan, is providing stations with 20 hours per week of programs designed for commercial sponsorship.

KMBC TO RESCUE
Mobile Unit Supplies Light At Mine Disaster

WHEN KMBC of Kansas City sent its Newscaster car and mobile transmitter W9XES to the scene of the Esry mine disaster near Moberly, Mo., Aug. 18 there was no inkling of the heroic role it was to play in the rescue itself. Veteran miners on the surface had organized a rescue party and had started to dig for four entombed miners.

First broadcasters to arrive on the scene, Larry Sherwood, KMBC special events man, Paul Fonda and James Gardner, technical men, found the mine vicinity entirely without lighting facilities to continue its work through the night. Quickly the 1,000 watt motor generator in the Newscaster car was brought into use to illuminate a 500-watt bulb over the mouth of the mine and another at the bottom of the shaft. Workers labored desperately through the night to clear out the collapsed mine shaft seeking to reach the trapped men.

A news report of the disaster and the rescue attempt was flashed to the nation over CBS, the next night. After the broadcast Sherwood, Fonda and Gardner worked through the night without food or sleep to see that the mobile transmitter's generator kept up its supply of power.

Coverage of the most tragic event in Missouri mining history in years continued Aug. 20 when KMBC successfully hooked into the crude interphone system which extended to the bottom of the shaft and enabled listeners to hear actual working and progress on the rescue, which was under the direct supervision of Arnold Griffith, state mine inspector. Workers described conditions and gave a dramatic picture of their frenzied race against time to save the lives of their miners whose distraught families waited with fading hope at the mine's mouth. Back in the studios of KMBC Kenneth Krahl, studio director, collapsed from exhaustion because of intense work.

Public Educational Stations Advocated

Viewed as One Hope of Making Radio Truly Democratic

"THE educational station, publicly owned and supported, is the one hope of making broadcasting in America truly democratic and socially responsible," declared Prof. W. H. Lighty, first program director of WHA, Madison, Wis., before the annual convention of the National Association of Educational Broadcasters held at the University of Wisconsin, Madison, Aug. 17-18.

Prof. Lighty was one of two speakers on the subject "Our Place in the Picture", the other being S. Howard Evans, secretary of the National Committee on Education by Radio.

Contending that all stations are given limitations by their basis of operation, Mr. Evans pointed out that to have an improved radio service it is necessary for broadcasters to admit and make allowances for them. With the place and function of each type of service recognized it would be possible to draft regulations to cover the situations, he asserted.

Power Problems

INEQUALITIES, contended Mr. Evans, are created by a system which grants one station 50 kw. power, gives to another in the same city only 100 watts and then expects them to exist under a competitive system.

William D. Boutwell, director of the Federal Office of Education's Radio Workshop, explained the developments in that project. Its function, he said, was to explore and develop methods and techniques for building educational radio programs. Its work in producing network features, while important, should not be considered the sole objective. Mr. Boutwell is working with educational stations to secure from them ideas, scripts and plans of successful educational features.

The interest of education in the FCC allocation hearings was discussed by C. M. Jansky Jr., Washington consulting radio engineer. He explained the interests of certain groups of stations in regard to allocations, and told of the differences between the clear-channel group and the shared-channel group. The present conflict, he said, is within the industry and not with outside interests.

The ultra-high frequencies are effective for urban areas, or over short distances only, said Mr. Jansky. Comparatively little is known of their characteristics. It is not likely that these frequencies will solve the problem of facilities for education, or serve where good coverage over areas such as a state is needed.

Officers elected for the ensuing year were: President, H. B. McCarthy, WHA, Madison; vice president, Carl Menzer, WSUI, Iowa City; treasurer, B. B. Brackett, KUSD, Vermillion. S. D., and executive secretary, Harold A. Engel, WHA, Madison. The executive committee consists of C. A. Taylor, WESG, Cornell; R. C. Higgy, WOSU, Ohio State; E. P. Humbert, WTAW, Texas A. & M.; C. E. Dammon, WBAA, Purdue; F. F. Nalder, KWSC, Washington State; W. E. Phillips, WILL, Illinois.

WESTINGHOUSE RADIO STATIONS • INCORPORATED •

MOST POWERFUL IN INDIANA

WOWO is the most powerful broadcasting station in Indiana — 10,000 watts.

Power alone proves nothing.

But WOWO programs, keyed to the needs and preferences of audiences in the tri-state area of northern Indiana, southern Michigan and western Ohio, have won the 429,000 families in WOWO's primary listening area to WOWO, their station, *the* Hoosier station.

Power plus program originality and sincerity of service have made WOWO most popular as well as most powerful in Indiana.

WOWO *The* **HOOSIER STATION**

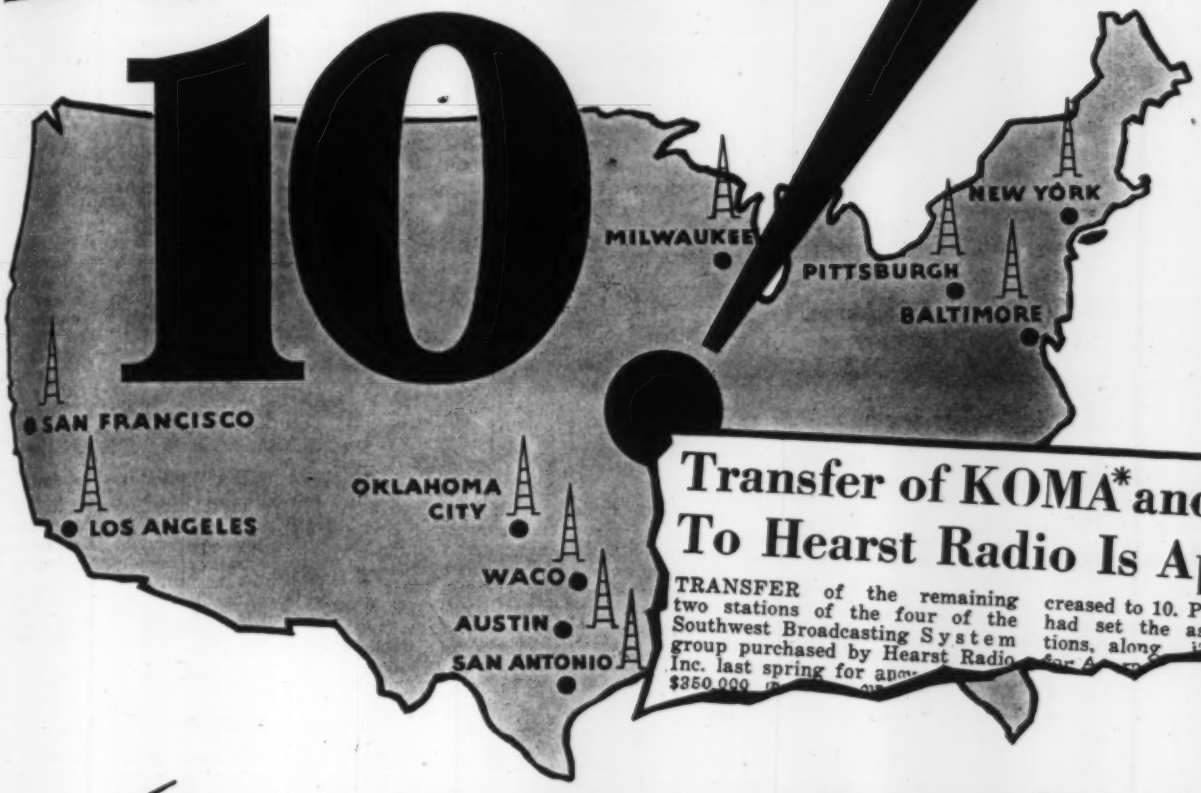
Westinghouse Radio Stations Inc.

Ft. Wayne, Indiana

10,000 Watts • CBS • 1160 KC.

E. KATZ SPECIAL ADVERTISING AGENCY

NOW IT'S 10



Transfer of KOMA* and WACO* To Hearst Radio Is Approved

TRANSFER of the remaining two stations of the four of the Southwest Broadcasting System group purchased by Hearst Radio Inc. last spring for apx... $350,000 ... creased to 10. Previously, the FCC had set the assignment... tions, along ... for A...

✓ **Service from sale to broadcast through one organization.**

✓ **As easy to buy all ten stations as one.**

✓ **Intensive coverage of 10 major markets**

* MEMBERS COLUMBIA BROADCASTING SYSTEM

HEARST RADIO

WCAE	Pittsburgh	**KYA**	San Francisco
WBAL	Baltimore	**WINS**	New York . .
KTSA	San Antonio	**KEHE**	Los Angeles.
WISN	Milwaukee	**KNOW**	Austin . . .
KOMA	Oklahoma City	**WACO**	Waco . . . .

HEARST RADIO REPRESENTATIVES
NEW YORK • CHICAGO
SAN FRANCISCO • LOS ANGELES

Still Growing!

WADC

Now 5,000 Watts Daytime

- Completely equipped with new Western Electric high Fidelity speech and transmitting equipment.
- New Truscon 365′ half wave vertical radiator.
- Field intensity strength increased approximately 42%.
- *11 years a Basic Member Columbia Network.*

FOUR MARKETS — ONE LOW COST

Strategically located . . . 22 air miles from CLEVELAND . . . 33 air miles from YOUNGSTOWN . . . 16 air miles from CANTON . . . WADC, Akron, offers the shrewd Advertiser intensive coverage of these Four Important Ohio Markets at ONE LOW COST.

RESULTS ARE WHAT COUNT

WADC has been delivering results to its clients for 11 years. Include WADC in YOUR Advertising Campaign and increase YOUR sales in Northern Ohio.

For Additional Information Write or Wire

ALLEN T. SIMMONS, OWNER - MANAGER

5,000 Watts Day **WADC** **1,000 Watts Night**

Studios Akron, Canton and Tallmadge, Ohio

Basic Network Station Columbia Broadcasting System

1000 Watts **KIRO** 710 KC

SEATTLE, WASHINGTON

KIRO, with 1000 Watts on 710 KC and the most efficient transmitter in its territory, offers you the most economical coverage of Western Washington.

NEW YORK DETROIT — NATIONAL REPRESENTATIVES **John Blair & Co.** — CHICAGO SAN FRANCISCO

FREEDOM OF AIR
WOL Commentator Supported In 'Watch Tower' Stand

WHAT is believed to be a real "first" in radio startled listeners to WOL, Washington, the evening of Aug. 22 when Charles Benford, editorial commentator, heard sustaining nightly except Sunday, advocated the tuning out of a commercial program on that station.

The program was three 5-minute broadcasts of an electrically transcribed lecture by Judge T. F. Rutherford, head of the Watch Tower Society. WOL has carried these talks for several years on a commercial basis. Recently the Judge has directed his attention to the Catholic hierarchy, making remarks which have turned Mondays at the station into the proverbial "blue Monday" what with telephone calls, letters and personal visits from objectors.

Basing his talk on the inalienable right of citizens of this country to speak freely, Benford's broadcast affirmed Rutherford's right to express his views. Benford explained that the station itself does not condone derogatory utterances against any religion regardless of the nature of the program. To clearly drive home his point to those who have demanded an explanation from the station as to why WOL permits such lectures to emanate from its transmitter, Benford added:

"So those of you who have voiced your protest—and perhaps will continue to do so as long as this station broadcasts the program by Judge Rutherford—you are not criticized—but again we suggest that you tune this station out during the periods of these broadcasts." The sponsor objected, of course, and William B. Dolph, station manager, offered to cancel the contract rather than curb Benford.

Star Program Service Offers Spot Assistance

A NEW PLAN designed to assist radio stations in securing national spot business is being introduced by Star Radio Programs, 250 Park Ave., New York. Specializing in script programs sold to local and regional stations on a 26-week contract basis, Star is approaching advertisers and agencies with the proposal that they schedule their spot campaigns in conjunction with specific Star programs broadcast daily over stations subscribing to the service. Thus, an advertiser in New York may audition a Star program heard on a score or more of stations throughout the United States, and, if satisfied with the show, may specify that his announcements be heard in connection with that program on the "Star" stations of his choosing.

The plan is known as the "Star Chain". Twenty-one stations now subscribe to the service, including WJAY, WGAR, WABY, WTAR, WHAT, WRR, CJCA, KJBS, WRAK, WWNC, KUMA, WHKC, KGCX, WOC, W9XBY, CKCW, WLAK, WFDF, CKOC, WCAO, KQW. Star does not plan to charge commission for "Star Chain" sales, but will include this in its service to member stations.

WLWL Transfer Becomes Involved In Maze of Events

Paulists Protest Bulova Entry; WPG Withdraws Its Consent

MORE confusion than ever now seems to prevail over the series of moves and countermoves made by parties associated with the transaction whereby WLWL, New York station, operated by the Paulist Fathers, would acquire full time on a clear channel, as a result of incidents during the last fortnight.

Arde Bulova, New York watch manufacturer and broadcast station backer, who disrupted original plans to bring about the new station in New York by purchasing WOV, New York, found himself the subject of a vigorous attack at the hands of the Paulists in a letter filed with the FCC by Father John B. Harney, Superior of the Paulists, who objected to his intrusion in the negotiations.

WPG Withdraws Consent

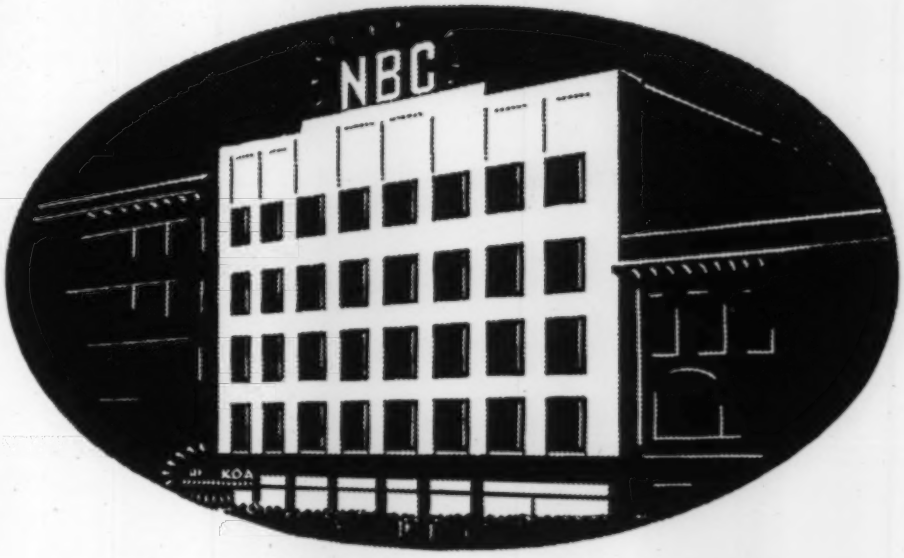
THE possibility of working out the plan conceived by Mr. Bulova, whereby he would become the lessee or the owner of WLWL as a full-time outlet, also appeared to go aglimmering when WPG, Atlantic City municipally owned station, which figured in the deal, rescinded a "consent" it had given whereby the three-way arrangement might have been worked out. With the withdrawal of this consent, it means there is no chance of WLWL procuring full time on the 1100 kc. channel upon which WPG is the dominant station. The Atlantic City station had agreed to accept a full-time assignment, with 1,000 watts power on the 1130 kc. channel, relinquishing its six-sevenths time on 1100 kc. to WLWL, as a part of the original Paulist plan, in which CBS would have figured as the lessee or purchaser of WLWL, guaranteeing to the Paulists certain time for its religious broadcasts. Instead, the Bulova group stepped in by purchasing WOV, part-time Italian language station, from John Iraci, for $300,000, and proposed to take over the CBS end of the deal. [BROADCASTING, Aug. 15].

The Paulists, however, have made known to the FCC, which must approve the transaction, that they do not intend to deal with Bulova, and made accusations of breach of faith. The letter, dated Aug. 19, was addressed to Chairman Prall and to the other members of the Broadcast Division.

Mr. Bulova, in his purchase of WOV, is understood to have agreed to pay $300,000 for the station under any circumstances which may arise. Mr. Iraci, in turn, would become 80% owner of WNEW, New York, in which Mr. Bulova is heavily interested, if the latter become the lessee or owner of WLWL as a full-time 5,000-watt outlet in New York.

It has been indicated that if Mr. Bulova acquires WLWL, the station would become the key of an east coast network, including besides WLWL, WELI, New Haven; WNBC, New Britain, and WCOP, Boston, all of which have been licensed during the last year, and all financed largely by Bulova capital. WTFI, Athens, Ga., also is owned by Bulova interests.

RADIO CITY OF THE ROCKIES



That's NBC's Denver station, KOA. A big station designed for a big area. It gets results for advertisers because it has the power, prestige and popularity to influence the buying habits of a vast, prosperous audience.

KOA **50,000 WATTS DENVER**

Completely programmed by NBC

Radio Used Frequently By Seattle Paper and Striking Guild Members

(Special to BROADCASTING)

SEATTLE, Wash., Aug. 26—Using heavy schedules of sponsored time on nearly every radio station in Seattle, both the *Seattle Post-Intelligencer*, Hearst-owned morning newspaper, and the striking members of the American Newspaper Guild have taken to the air to explain their actions and enlist support from the people of western Washington.

With the dismissal of a feature writer and a staff photographer, both Guild members, as their announced grievance, all Guild members of the *Post-Intelligencer* staff went on strike on the afternoon of Aug. 13, asking reinstatement of their dismissed members, plus better hours, wages and working conditions. Aided by members of other friendly union organizations, a picket line was formed around the paper's plant and publication of the Aug. 14 edition was suspended. Up to the present time, all publication has been suspended, with both sides seemingly willing and able to "fight it out along these lines all summer".

Seattle radio stations have maintained an absolutely neutral position in the controversy, but have gladly cleared time for both sides, with all stations charging political rates, as far as can be ascertained. Because of the highly controversial nature of the dispute and the proximity to national election time, premium charges have been considered necessary.

ANNOUNCERS GO GOLFY—These are team captains of the first inter-network golf tournament played last month, won by announcers of CBS. Left to right: Andre Baruch, WABC, head of the victorious CBS team, which scored 12½ points; Ben Grauer, WEAF, head of the NBC team, which came second with 9½; John Handwerg, president of the River Vale Country Club with winner's trophy; Joseph Mayer, WMCA, head of the Inter-City team, which scored 8; John B. Gambling, WOR, head of the Mutual Network team, which trailed with 6. It is planned to make the tourney an annual affair.

New Inter-City Rates

A NEW rate schedule for the Inter-City Network Rate Card No. 4, has been issued as of Sept. 1. It covers the eastern seaboard group of nine stations jointly and individually, the network embracing WMCA, New York; WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; W1XBS, Waterbury; WMEX, Boston; WPRO, Providence; WLNH, Laconia, N. H. The rate card, available upon request from Bertram Lebnar Jr., WMCA sales director, quotes the morning and evening scales of rates for each station separately as well as for the whole network.

Child Program Contest

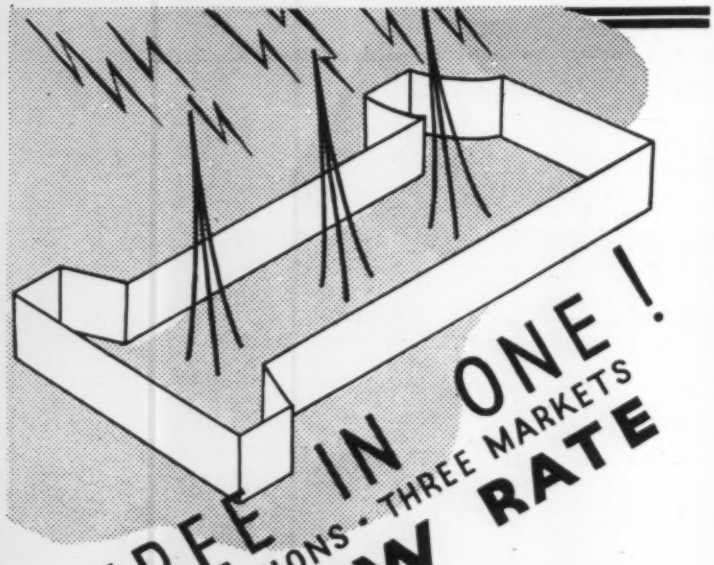
CHARLES COBURN, Broadway actor, producer and director, has been named the seventh judge in the $2,500 NBC children's program contest closing Sept. 1. Prize-winning scripts will be announced Oct. 19, with prizes of $1,000, $500, $400, $300, $200 and $100 to be awarded and with assurances the scripts will be enacted on NBC. The other judges are Louise Seaman, juvenile book authority; Dr. Rollo Reynolds, principal, Horace Mann School; Homer Croy, novelist; Mrs. P. F. Langworthy, president, National Parent-Teachers Association; Mrs. Sidonie Gruenberg, secretary, Child Study Association of America; Dr. Frank Payne, psychologist.

Police Protection Sought As WDGY Gets Threats

MYSTERIOUS telephone threats to "blow up" WDGY, Minneapolis, unless it stops carrying the Judge Rutherford transcriptions under auspices of the Watch Tower Society, Brooklyn, led Dr. George W. Young, owner of the station, to seek police protection early in August. Members of the local Jehovah's Witnesses group and Ed Shurick, assistant station manager, also threw a cordon around the transmitter to protect it during the broadcasts.

Washington representatives of the Watch Tower Society on Aug. 13 presented a memorandum to the FCC calling attention to the Minneapolis situation, in which they stated that Dr. Young and his station have several times been threatened unless the Rutherford talks are discontinued. A sworn affidavit by Mr. Shurick attesting to the threats was also attached. Dr. Young reported that, though frequent requests to take the feature off the air had been received, these were the first threats of physical violence. The programs are accepted at regular rates and have eight months to run under their contract, which Dr. Young indicated he has no intention of cancelling.

WITHIN one hour after Michigan state police had asked WSM, Nashville, to broadcast a warning to be on the lookout for a stolen car, the chief of police at Rouyn, Que., intercepted the car and credited the station with giving him the first information.



Whether you are introducing a new product or building up sales of an old one, advertising on the "Missouri Triangle" will create consumer demand—break down dealer resistance—secure wide distribution in record time at the lowest per sale cost.

For Rates and Data Write Any Station Listed Below

KWTO-KGBX SPRINGFIELD, MO. • **KCMO** KANSAS CITY, MO. • **WTMV** E. ST. LOUIS

"Hail to Pitt"

When the University of Pittsburgh's Panthers roll down the gridiron this Fall, for the first time in history a radio station will report the entire season's games play by play direct from the stadium.

The station, of course, is Pittsburgh's FIRST station—

WCAE

WHAT no Rabbits?

No Sir! We employ no tricks. No zealous letters from Eskimo listeners . . . no supposedly spectacular records of coverage of the South Sea Islands.

We don't care (and we don't think you do either) whether somebody out in Hellangone hears your broadcast or not. To reach the buyers is the important thing.

And that's what we do to perfection. We give a powerful signal in seven Ohio counties (Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake) . . . a concentrated market where homes are seldom a good stone's throw apart, and where people rub elbows more often than at county fair time.

Within this blanketed area of ours is nearly one-third of the state's population, better than one-fourth of the retail outlets, the automobiles, and the residence telephones. And tie this. More than one-third of the state's retail purchases are made within the boundaries of these same "big seven" counties.

Advertisers must figure the way we do, too. They have put more money into our cash register within the past year than they have spent with any of our worthy competitors.

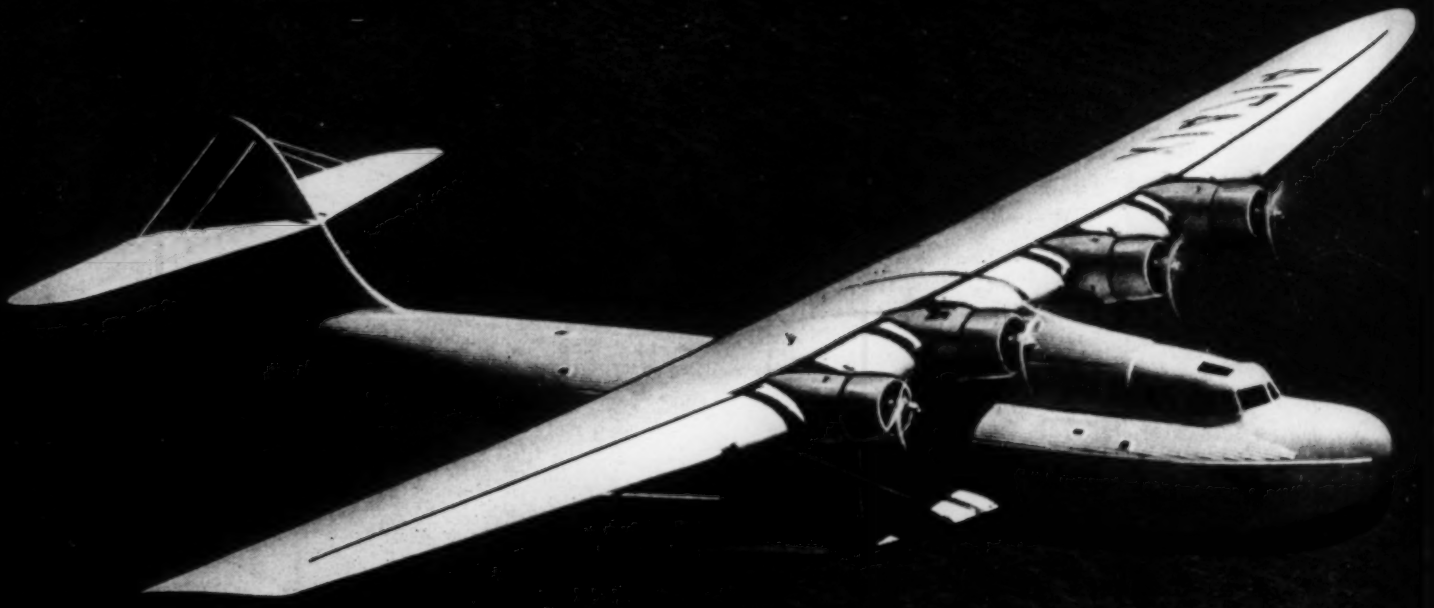
And we believe the reason is that we concentrate on the buyers . . . charge only for reaching those buyers . . . and leave the hocus-pocus to the Houdinis and the Thurstons.

W·G·A·R

"CLEVELAND'S FRIENDLY STATION"

Member N B C Blue Network
John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives

'round t



SOUND ENGINEERING

Pan-American Airways...swift transportation system linking the United States with 33 foreign countries. Similarly, RCA Communications joins 32 large American cities and 47 nations with fast radiotelegraph service... Above is pictured the famous *China Clipper,* Pan-American Airway's mighty transpacific airliner, one of a fleet of new and super-powered sky giants.

RADIO CORPORATION OF AM

EVERYTHING IN RADIO FOR SERVICE IN COMMUN

XUM

the World by Radio

TWENTY-FOUR HOURS EACH DAY, the Radio Corporation of America, through RCA Communications, Inc., provides the world with dependable, efficient, economical domestic and international radiotelegraph service.

Messages sent "Via RCA" flash across nations with the speed of light, winging along invisibly over snow-capped mountain peaks, scorching deserts, mighty seas and sunken valleys, to swiftly bring together thousands separated by time, distance or raging elements.

The communications systems with which RCA achieves this far-flung service extend across thousands of miles, forming an invisible bridge between 32 important metropolitan centers in this country and 47 foreign lands. At Rocky Point, Long Island, RCA owns and operates Radio Central, world's largest and most powerful radio station. From this point and several others, domestic and transoceanic messages are shot into space. Next time *you* send a message *anywhere*—send it "Via RCA."

This, however, is but one of the RCA's radio services. This organization alone is engaged in *every* phase of radio. That's why the American public regards RCA as a house deserving of the utmost confidence. And because of this confidence, any product trademarked "RCA" sells well.

Hence, RCA dealers do a better business—enjoy finer profits. They are connected with Radio's Leader—the institution that has been *first* with radio's greatest *sound* achievements—the organization that some day will thrill the world with radio *sight*—RCA!

RCA MANUFACTURING CO., INC. • NATIONAL BROADCASTING CO., INC.
RCA COMMUNICATIONS, INC.
RADIOMARINE CORPORATION OF AMERICA • RCA INSTITUTES, INC.

Listen to "The Magic Key of RCA" on NBC Blue Network every Sunday, 2:00 to 3:00 P. M., E. D. S. T.

Covering the World "Via RCA"

RCA Communications, Inc., offers direct radiotelegraph service between:

32 AMERICAN CITIES

including

New York	New Orleans
Boston	Detroit
Philadelphia	Chicago
Camden	San Francisco
Baltimore	Los Angeles
Washington	Seattle

—plus efficient, fast transfer service to hundreds of communities

and

47 FOREIGN COUNTRIES

Argentina	Italy
Belgium	Japan
Brazil	Macao ("Via RCA" Manila)
Chile	Mexico
China	Norway
Colombia	Panama
Cuba	Philippines
Curacao	Poland
Czechoslovakia	Portugal
Dominican Republic	Porto Rico
Dutch East Indies	Russia
Dutch Guiana	Siam
Fiji Islands ("Via RCA" Honolulu)	("Via RCA" Manila)
France	Society Islands
French Indo-China	("Via RCA" Honolulu)
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The Outlook and Why

THINGS LOOK mighty bright in broadcasting these days. Business is better than ever before. We have heard it said that a station that can't make hay these days just doesn't fit into the industry and should close down.

Business is good because radio has proved itself an outstanding medium. The experience of trial and error methods of a few years ago has built up generally sound methods. Although it took some rather stiff proddings from Government sources, broadcasters learned to say "no" in the majority of cases to advertisers and their agencies who sought to load the ether with excessive and objectionable sales talk as a means of moving merchandise.

There is still a lot of work to be done in building better programs. Experience has proved that it isn't the number of words and the high pressure that sells to the radio audience, but the manner and technique. You can't count radio returns entirely by box tops or contests.

The steady improvement in the quality of sponsors and their methods of selling will continue as the demand for time increases. Broadcasters are in better position now than ever before to select their sponsors and to check their sales efforts rigidly, not only as a means of protecting their franchises but also because they know by case history the type of advertising that will win listener plaudits and the kind that will damn both the sponsor and the station or network.

There can be no justifiable criticism of a medium that sells conscientiously and carefully, and does not offend the tastes of the majority of the public. Radio broadcasting is fast attaining the stage of its rather meteoric existence where it can pick and choose its programs and its sponsors to the point of excluding even the remotely questionable.

Within the Law

WHILE other industries are frantically pondering cloudy opinions rendered by baffled lawyers, broadcasters are believed to be pretty well immune from the uncertain rules of trade laid down by the Robinson-Patman law passed by the last session of Congress.

What's still nicer, they may find themselves relieved of the chiseling campaigns staged by national advertisers at local rates—a device that had been growing in favor. The new law will involve national advertisers in civil and criminal trouble if advertising allowances to dealers are not made available to all competitors proportionately. The very thought of this sweeping Federal mandate may frighten most advertisers away from cooperative campaigns, but alert broadcasters are not likely to let them be discouraged from continued use of the medium.

A careful perusal of some of the opinions rendered by the best minds in the legal profession induces the suggestion that all statements about the new law should be taken with several grains of salt. Perhaps the suggestion applies equally well to some observations on the Robinson-Patman law, printed on another page of this issue.

Two Long Months

SOMEHOW, a state of apathy seems to have enveloped the radio headquarters of the major political parties while the minor parties, including the Communists, cast about eagerly for ways and means of utilizing radio during the campaign within their limited pocketbooks. Except for the occasional one-time periods and the relatively few network schedules, the Republicans and Democrats are proceeding so slowly that it seems unlikely they will spend anywhere near the predicted $1,000,000 each on radio time—unless we take into account the incalculable expenditures by the state and local candidates and parties.

All of which should disturb the broadcasting fraternity not a bit, for political accounts at best are in-and-out affairs that too frequently disrupt regular commercials at a net loss to radio. There is plenty of other business this summer, and in prospect for this fall, to make radio welcome the fact that the parties aren't plumping their all into radio. Moreover, the vehemence and virulence of politics and political utterances all too frequently find radio caught between the horns of libel and policy dilemmas. But there are still two long months left for campaigning—and we hope the political radio managers will adhere to their avowed intentions of buying clear time rather than seeking eleventh hour rights-of-way for their partisan ballyhoo.

Station Values

RATHER far-reaching regulatory precedent was established by the FCC Broadcast Division in its decision approving the sale of KNX to CBS for the hitherto unequalled figure of $1,250,000. The FCC, for the first time, took economics into account and decided that, based on KNX's present and prospective earnings, the price was fair since CBS stood to realize 16 or 17% on its investment.

There can be no quarrel with that conclusion in this day when money is so easy and when ordinary investments bring rather paltry returns. But there are broader questions of policy involved. The KNX decision cannot stand as a yardstick applicable to *all* station deals, and we presume the FCC does not mean that the only factor is that of investment and earnings. Public service is the primary requisite, and that all-inclusive point first must be disposed of in station sales.

The decision also brought in the competitive network situation and concluded that where strong competition exists, the public receives good service. With that conclusion we agree also, as far as it goes, but it cannot be accepted as a rigid principle. There are many cases where added competition would destroy rather than enhance public service.

Some 200 applications for new station facilities now pend before the FCC. In many cities where new stations are sought there is at present an abundance of broadcast service. Another competitor would spell the difference between making a living and losing money.

Therefore, we feel that the FCC must take economics into account whenever it considers a new station facility or the sale of a station. There can be no hard and fast rules to govern such transactions if the FCC is to perform its sworn function of administering radio in the best interests of the people.

The RADIO BOOK SHELF

THE FIRST book on how to write and broadcast a speech—whether after-dinner, club, political, educational or news—came off the presses last month, the product of the facile pen of Orrin E. Dunlap Jr., radio editor of the *New York Times*. It is titled *Talking on the Radio* and is published by Greenberg: Publisher, 67 W. 44th St., New York. The book is written as a practical guide, emphasizing the "how" angles, and its chapter titles best describe its contents: Writing the Radio Talk, Broadcasting the Speech, Tricks in Political Oratory, Lessons of a Campaign, Laws and Ethics, Teaching by Radio, For Newscasters and Commentators, Practical Do's and Don't's.

EMPLOYING somewhat the same format as the *Journal of the Institute of Radio Engineers*, the first edition of the *RCA Review*, a new quarterly devoted to radio progress and containing articles by RCA executives and scientists, came off the presses in mid-August. With a foreword by Maj. Gen. James G. Harbord, RCA chairman, and the paper on the future of radio read by David Sarnoff, RCA president, before the June shortwave hearings of the FCC, the initial volume also includes articles on the New York-Philadelphia facsimile relay system, by H. H. Beverage; RCA's television field tests, by L. M. Clement and E. W. Engstrom; on microwaves in NBC remote pickups, by Robert M. Morris; sound reenforcing systems, by Harry F. Olson; the television Iconscope and Kinescope, by Vladimir K. Zworykin; safety of life at sea, by Charles J. Pannell; a 1935 review of fixed services, by C. H. Taylor; new developments in audio power tubes, by R. S. Burnap.

We Pay Our Respects To —

STEPHEN RICH RINTOUL

IT'S NOT a far cry . . . in fact only a whisper . . . to the days when electrical transcription was the "forgotten stepchild" of the broadcasting industry. A few bold individuals dared to predict that the day of the transcription was soon to dawn upon the airways, but as recently as 1930, which in radio history is the middle ages, transcriptions were told to apply at the back door.

It was all a misunderstanding, of course, like all medieval mistakes.

Early in 1930 Lamont-Corliss & Co. of New York inaugurated a radio campaign in behalf of Nestle's Chocolate. It fell to the lot of one of their younger men, one Stephen R. Rintoul, to become closely associated with this campaign, which, incidentally, proved a success.

Being one of those rare individuals who preaches the gospel of thoroughness in anything he attempts to do, Steve Rintoul decided this new thing called radio demanded a systematic investigation. Steve asked a few questions and then a lot more. The next thing he knew, Stephen R. Rintoul was in the broadcasting business.

In November, 1930, he joined World Broadcasting System, newly-formed transcription company. Percy L. Deutsch, WBS president, gave him the job of assistant in station relations—a stroke of genius in picking the right man for the right job. It wasn't long before his genial personality, his rare sense of business integrity, and his genuine ability and sincerity were recognized throughout the rapidly-advancing radio industry.

Three years later, in 1933, Rintoul took over the station relations department of World Broadcasting System. By that time, transcriptions had come into their own—national advertisers were quick to recognize their possibilities. Old inhibitions and prejudices were disappearing.

But transcription's greatest contribution to radio was an idea still only in the making. By the end of 1933, that idea had crystallized, and in March, 1934, World Program Service, radio's first transcription library, was inaugurated. In two years, 150 radio stations have endorsed the idea, and World Program Service has been flattered by the entrance into the field of many other services.

Thus we find Mr. Rintoul, at 32, a veteran in the transcription field with a thorough knowledge of the problems of broadcasters from Miami to Seattle and from Bangor to San Diego. Station owners and managers seek him out when they come to New York. It matters not whether they are members of World Broadcasting System. They know Steve will welcome them and they know that they will leave with at least one good contribution to the solution of their own particular problems at home. Few men know and understand the problems of the broadcaster as well as Steve Rintoul.

For the sake of the record, it might be well to mention that Steve was born in New York City, on March 30, 1904. Strangely, and he admits it himself, he comes from a long line of clergymen. His grandfather was one and his father and several uncles were ministers. Even his aunts married members of the cloth.

He attended Trinity School in New York and finished his schooling at Kiskiminetas Springs School, Pennsylvania. In 1922 he entered the woolen business with H. O. Wilson, wholesale mill agents. Here he learned the art of salesmanship and the value of studying the problems of a local nature which are so important in the business of broadcasting. From that firm he went to Lamont-Corliss & Co. in 1930.

In 1928 he married Mary Robbins Barry of New York City. They have three children, Nancy, 6; Stephen Jr. 5; and Mary, in her second year.

If he has any hobby other than his job, it is an interest in tennis. But this transcription business is a serious matter with Steve. He believes in it so sincerely that his faith has been transmitted to station owners from coast to coast.

World Broadcasting System is only seven years old — yet it has handled the three most extensive radio advertising campaigns ever placed. World Program Service is heard on 150 stations, and 440 of the nation's 600 radio outlets now broadcast at least one commercial program via World transcriptions.

"Yes," says Rintoul, "The 'stepchild' is fast becoming radio's fair-haired boy. Just another case of the prodigal son."

PERSONAL NOTES

NAYLOR ROGERS, manager of KNX, who relinquishes that post with the station's acquisition by CBS, on or about Sept. 1 will leave to join his family at Kingston, Ont., after which they will motor through Quebec and the New England states to New York and Washington. He has not decided his future plans.

GERALD C. GROSS, chief of the International Section of the FCC, sailed for Europe with his family Aug. 27 on the *City of Hamburg* from Baltimore. They will visit friends in London and Paris before Mr. Gross attends the conference of the International Committee on Telegraphy in Warsaw late in September as an American delegate.

CHARLES DELANEY, formerly an announcer of WFBL, Syracuse, has resigned to become commercial manager of WESG, Elmira. He replaces Norbert O'Brien, who has gone to the new WTHT, Hartford, also operated by the Gannett newspaper interests.

MERRITT R. SCHOENFELD, Chicago advertising man, has been added to the NBC Chicago division sales force. Previously he had been with Montgomery Ward & Co., Breese Engineering Co., Nelson Co., and the Dorsey Montgomery Co., Chicago, and with Nelson Tanning Co., Milwaukee. Schoenfeld was graduated from the University of Illinois in 1927.

MARK L. GERSTLE, San Francisco capitalist and president of Associated Cinema Studios, Hollywood transcription concern, was married Aug. 16 to Mrs. Genevieve Mills Bennett, of San Francisco, in Reno. Mr. Gerstle is also vice president of The Emporium, San Francisco department store, and a director of the Alaska Commercial Co., that city.

PHILIP G. LASKY, manager of KSFO, San Francisco, was official motion picture photographer for the Chevrolet Motor Co. when that organization, in conjunction with the *San Francisco Chronicle*, staged its annual Soap Box Derby in that city last month.

PEGGY STONE, of the CBS station relations department, planned to sail Sept. 9 for a three-weeks trip to New Orleans and the Dallas Centennial.

WILLIAM A. SCHUDT Jr., manager of WBT, Charlotte, who was stricken with heat prostration in July, is still ill at his summer place on Lake Ronkonkoma, New York. His physicians say he will not be able to return to his office before Sept. 5.

DEWEY LONG, of the commercial staff of WBT, Charlotte, and Mrs. Long are the parents of a son, William Attaway, born Aug. 15.

QUIN RYAN, veteran announcer and manager of WGN, Chicago, left for his vacation Aug. 21, to be gone until Sept. 15. He is at Banff and Lake Louise in Alberta.

L. SCOTT PERKINS, for the last several months radio relations counsel for Northern California Broadcasting System, resigned Aug. 15 and will shortly announce his affiliation with an agency.

WELLS (Ted) CHURCH, until recently program director of WJSV, Washington, is now with the Republican National Committee's radio division headquarters in Chicago.

HERMAN MAXWELL, of the WOR sales department, was married Aug. 1 to Miss Muriel Seiffer in New York.

BEN PRATT, formerly night manager of the NBC press department, is now on the staff of the Republican National Committee's radio division in Chicago.

HAMMOND B. SMITH, for four years with the sales department of WSB, Atlanta, has accepted a similar position with WMC, Memphis.

J. FRANK BEATTY, managing editor of BROADCASTING, and Mrs. Beatty are the parents of a 6 lb. girl, Jane, born in Columbia Hospital, Washington, Aug. 24.

BEHIND THE MICROPHONE

LEON CHURCHON has been transferred from the production staff of WCAE, Pittsburgh, to KYA, Hearst San Francisco station, and placed in charge of production, working under Harry Rogers, program director. Linn Church, KYA chief announcer for several months, has been moved to the production staff of the station, succeeding Z. Wayne Griffin, resigned. Church's successor as chief announcer, has not been named. Station has also added Robert Stanley and Bertram Buzzini as announcers. Stanley was formerly on the staff of CKLW, Windsor, Ont., Canada and various eastern stations. Buzzini was chosen from KYA's dramatic department.

TED MAXWELL, who recently returned to the NBC studios in San Francisco as writer and dramatic reader, after two years on the network's Chicago staff, is now doing the script for *Hawthorne House*, dramatic serial on boarding house life, sponsored by Wesson Oil & Snowdrift Sales Co., over the Pacific-Red network. Samuel B. Dickson, author of *Winning the West* sponsored by Occidental Life Insurance Co., of California on NBC-Pacific-Red network, originally wrote the continuity.

DAN THOMPSON, radio and movie editor of the *Louisville Times*, has resigned to join the NBC press staff in Chicago.

CHARLES SEEBECK, formerly of KYW, Philadelphia, has joined WCBA-WSAN, Allentown, Pa., as announcer. Previously he had been with Muzak Corp. of Ohio and WLTH and W2XAR, New York.

FRANCES EFFINGER, hostess in the San Francisco NBC Studios, was married Aug. 22 to Grover V. Rothenburg, New York newspaper publishers' representative.

JOHN MAYO, program director of WNOX, Knoxville, and formerly with CBS and NBC in Washington, has resigned.

JAMES McCLAIN, recently of WFAA, Dallas, has become chief announcer of the Texas Centennial, taking the post vacated when Martin Provensen left for California.

JACK DAY, formerly of Baltimore, has joined WDNC, Durham, N. C., as announcer, taking most of the announcerial duties of Lee Vickers, now program director.

KATHERINE BATCHELDER, at one time connected with the former WKAV, Laconia, N. H., and a musician, copywriter and announcer, on Aug. 24 began her duties as general secretary of WCOP, Boston, replacing Katherine Nutting, who leaves radio.

RALPH ROSE, Jr., musical director of KTUL, Tulsa, is learning to fly. Charles Bush, continuity writer of the station is his instructor.

DON HARRIS, formerly with WEBR, Buffalo, has joined WHAM, Rochester, to handle its early morning *WHAM Alarm Clock* program.

DUKE MURTA, formerly promotion man for the *Tulsa World*, has joined KTUL to handle promotion and publicity. He was at one time general advertising agent for the Shuberts in New York.

STAN CONRAD, formerly of WCHS, Charleston, W. Va., is now broadcasting the daily United Press news programs on WKRC, Cincinnati. John McCormmick, WKRC program director, is spending his vacation cruising from California through the Panama Canal and West Indies to New York.

CHARLES BULOTTI Jr. has been promoted to program director of KHJ, Los Angeles, with Glenhall Taylor advanced to production director and idea man.

MARY O'KELLEY, of the staff of WHK, Cleveland, formerly program director of WPTF, Raleigh, was interviewed by Les Biebl in his *News From Radio Row* program during her vacation visit to Raleigh in August.

LOUIS KATZMAN, orchestra director, has renewed his contract as musical director of WINS, New York.

HAMMOND B. SMITH has resigned from WSB, Atlanta, to join WMC, Memphis. Dana Waters, transcription chief, takes his place as assistant to John M. Outler Jr., WSB advertising manager. Hugh Ivery, Georgia Tech graduate, formerly of WRDW, Augusta, becomes a WSB announcer.

KEN CARPENTER, NBC west coast announcer and sports commentator, has been signed for the forthcoming Packard Motor Car Co. hour with Fred Astaire on an NBC-Red Network, Tuesdays, 9:30 p. m. (EDST), beginning Sept. 8.

STANLEY SCHULTZ, music director of WPRO, Providence, has been named northeastern music director of the WPA Radio Project. He joined WPRO last May and has served with several Boston stations. Recently he was employed in Hollywood.

JOHN SCHOLTZ, formerly with WSJS, Winston-Salem, N. C., on Aug. 15 joined WBIG, Greensboro. Erving Darlington, WBIG announcer, will attend University of North Carolina this fall and will be attached to its publicity staff.

MARGARET C. (Mike) SCHAEFER, Philadelphia writer, has been named head of the production and continuity departments of WFIL, Philadelphia. She has authored many network scripts as well as articles, short stories and scenarios.

ROBERT EVANS, sports announcer of WGAR, Cleveland, is the father of a baby girl born in August.

WILLIAM HOLMES, for the last year on general assignment, has been appointed radio editor of the *Oakland* (Cal.) *Post-Enquirer*. He succeeds Paul Nathan who resigned and left Aug. 14 for New York to try playwriting. Don Logan, staff vocalist of KROW, Oakland, who subbed for Nathan while he was on vacation, was erroneously announced as Nathan's successor.

HOSTESSES GONE — But NBC's Radio City studios have their guest relations, studio operations and mail-messenger staffs properly bedecked in new-style uniforms delivered last month. Left to right are a guest relations and sound effects man, mail-messenger, studio guide and special officer resplendent in new uniforms trim as those of West Pointers. Their gold buttons, incidentally, look at first like those on Navy uniforms but on closer inspection a microphone and the initials NBC can be discerned.

LOUISE E. TABER, heard as commentator in *Gold Rush Days* on KYA, KFRC and KGO, in San Francisco for the last two years under sponsorship of Albert S. Samuels Co., that city (jewelers), has turned author, and is writing a series of booklets containing her broadcasts.

DUDLEY MANLOVE, on the announcing staff of KYA, San Francisco for the last few months, has gone to KROW, Oakland, in a similar capacity.

COLIN DRIGGS, Hartford organist, has joined the staff of WDRC and will play the new Hammond Electric organ recently purchased by the station.

THORNTON STEIL, of Hartford, has joined the announcing staff of WDRC of that city. A newcomer to radio, he is a graduate of the New England Conservatory of Music, and an accomplished pianist.

REGINALD ALLEN, announcer of WBT, Charlotte, returned to his duties in August after being released from the hospital where he was confined for several weeks with an infected foot.

RICHARD WEARNE, recent graduate of Kalamazoo College, has joined the announcing staff of WKZO, Kalamazoo.

HAROLD BRATSBERG, former San Francisco NBC announcer, has joined KFRC, San Francisco, as writer-producer, succeeding Austin Peterson, resigned.

Z. WAYNE GRIFFIN, who resigned from the production staff of KYA, San Francisco, Aug. 29 to go to Southern California, has announced his engagement to Elinor Remick Warren, noted composer and pianist of Los Angeles. The wedding is scheduled for early October.

GENE CLARK, producer at KQW, San Jose, Cal., has been appointed chairman of the radio committee of the San Jose Junior Chamber of Commerce. He formerly was a member of both the San Francisco and San Jose chambers.

JOHN MONTGOMERY, formerly of KUOA, Fayetteville, Ark., joined the staff of KFEQ, St. Joseph, Mo., Aug. 1 as announcer.

LEON KRUPP, continuity chief of KBNC, Amarillo, Tex., was married Aug. 2 in Fort Worth to Miss Juanita Ankele, formerly of the continuity staff of KFJZ, Fort Worth.

RUSS BAKER, formerly on the announcing staff of WOW, Omaha, is now one of the players with the summer Shakespearian Folio Players at Central City, Colo.

BOB DOLAN, orchestra leader, has been appointed musical advisor of Cleveland B. Chase Co. Inc., New York, radio production firm.

LESLIE MARSHALL, formerly of KMOX, St. Louis, and Bob Fidlar, formerly of WKZO, Kalamazoo, are new announcers recently added to the staff of WHIO, Dayton.

ALBERT R. GOODWIN, former page boy at WBBM, Chicago, has become a member of the WBBM-CBS publicity department.

MISS BETSY KING, head of the continuity department of WIP, Philadelphia, was married Aug. 17 to Robert Bates, of that city.

ISHMAEL GRANT, formerly of Tracy-Locke, Dawson Inc., Dallas agency, has joined the continuity department of KFJZ, Fort Worth. Neal Fletcher, recently of KGKB, Tyler, Tex., has joined the KFJZ announcing staff.

ELBERT HALING, publicity and merchandising director of KFJZ, Fort Worth, was married recently to Miss Vera Hedrick, of that city.

RON GAMBLE, formerly of WKZO, Kalamazoo, Mich., has joined WJIM, Lansing.

NED TOLLINGER, master of ceremonies of *Carefree Carnival*, has been transferred to the production department in NBC's San Francisco studios at his own request.

THE MOST POWERFUL STATION

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
—
NATIONALLY CLEARED CHANNEL
—
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA" — TULSA

BREAD RADIOAIDS WILL DO THE 100% SELLING JOB!

√ Sell non-consumers the need of Bread.

√ Increase Sales to present consumers.

Wire or Write

RADIOAIDS INC.

1357 North Gordon Street Hollywood, Cal.

TENTH ANNIVERSARY

NATIONAL BROADCASTING COMPANY INC

ANNOUNCES

THAT IT WILL ASSUME COMPLETE PROGRAM AND SALES MANAGEMENT OF KYW, NBC-RED NETWORK STATION IN PHILADELPHIA, WITH LESLIE JOY AS STATION MANAGER AND RALPH SAYRES AS SALES MANAGER

STATION

KYW

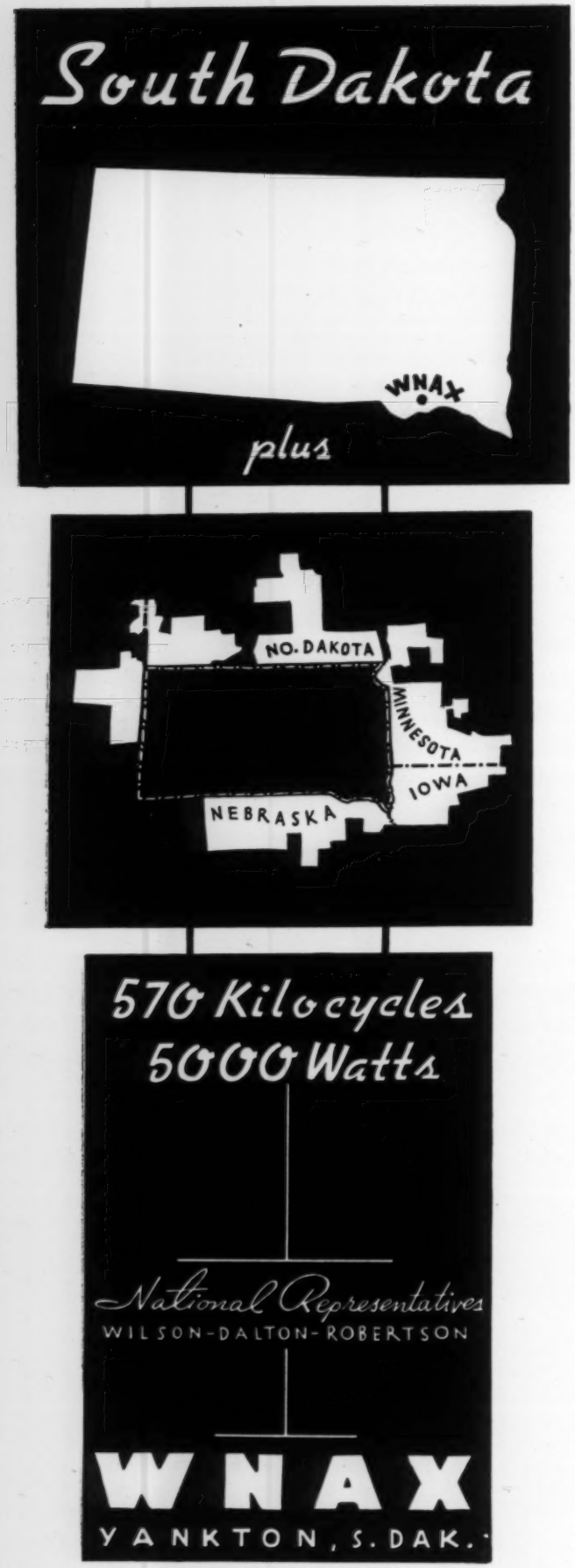
WILL REMAIN IN ITS PRESENT QUARTERS AT

1622 CHESTNUT STREET ☆ PHILADELPHIA

UNTIL NEW STUDIOS AND OFFICES ARE CONSTRUCTED

TELEPHONE LOCUST 3760

EFFECTIVE SEPTEMBER FIRST 1936



Dioxogen Campaign

OAKLAND CHEMICAL Co., New York (Dioxogen cream) will use five stations in a daytime announcement campaign to begin the week of Sept. 7. Announcements will be recorded on RCA-Victor discs. The schedule follows: WLW, five-minute announcements, twice weekly for eight weeks; KFI and KGO, one-minute, five times weekly for 13 weeks; KOIN, five-minute musical discs furnished by station, twice weekly for 13 weeks; KOMO, five-minute discs, twice weekly for 13 weeks. Small, Kleppner & Seiffer Inc., New York, placed the account.

Crazy Water Returns

CARRYING an *Inquiring Reporter* program from the lobby of the Crazy Water Hotel in Mineral Wells, Tex., Crazy Water Hotel Co. of that city for its Crazy Water Crystals and Crazy Water Fizz on Sept. 2 will return to a network after an absence of more than a year. Contracting with the Mutual Network it has purchased 11 stations for the 1-1:15 p. m. period Mondays, Wednesdays and Fridays. WOR, WSAI, CKLW, WGR, WFIL, WSM, WCAE, WGR and WRVA start Sept. 2. WAAB starts Sept. 14 and WBAL starts Sept. 28. Luckey Bowman Inc., New York, handles the account.

WITH the leasing of the Manhattan Theater on Broadway, seating 1,300 and first to be used Sept. 17 for Chrysler's new *Maj. Bowes Amateur Hour*, CBS on Oct. 1 will relinquish its lease on the Little Theater on West 44th St.

Warner Film Stars Booked on KFWB

IN THE FACE of motion picture disapproval of radio appearances by film people, Warner Brothers are planning to use virtually all their screen names on programs of their own KFWB, Hollywood.

Manager Harry Maizlish of KFWB is preparing a new series of broadcasts to begin Sept. 2 when Leo Forbstein, Warners' musical chieftain will direct a 40-piece orchestra from the picture studio with some of the film lots' outstanding singing names assigned to work on the program from time to time.

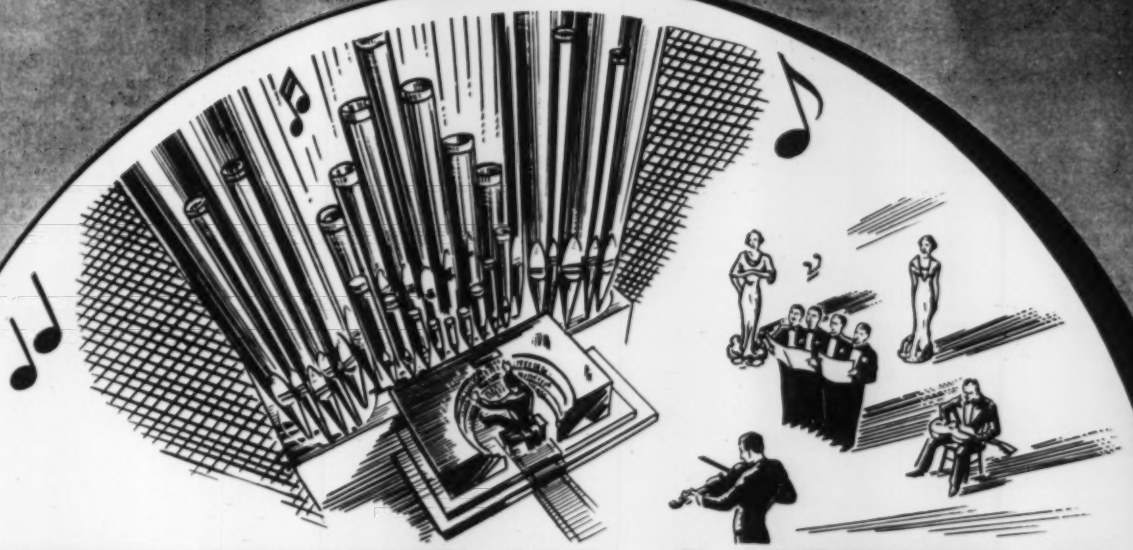
Dick Powell, James Melton, Patricia Ellis, Warren Hull, Wini Shaw, Rosalind Marquis, David Carlyle and others are already assigned to the Wednesday night program which will be titled *Vitaphone on the Air*.

In addition Mr. Maizlish is planning to augment the station's staff, recently pruned to the bone as part of a Warner retrenchment drive. Jack Joy, with an orchestra of 15, will be heard in a number of sustaining features, while other talent will be added gradually. Meanwhile a tieup has been made with the Los Angeles Junior Chamber of Commerce in a "Search for Talent", amateur winners being awarded with a commercial appearance.

WEEI, Boston, claims to be the only station which hires its own weather prophet. He is E. B. Rideout, who last month began his twelfth year of nightly 10-minute weather reports.

HAPPY DAYS ARE HERE AGAIN
YOU, TOO, WILL BE SINGING
when you elect your product to immensely greater consumer popularity and increased profits by using a big-audience P.M. and A.M.
SPOTS ON
WHAS
Owned and Operated By The Courier-Journal and Louisville Times.
LOUISVILLE, KY.
CBS Basic Outlet
Represented by Edward Petry & Co.

★ SERVING OVER 200 *Leading* RADIO STATIONS ★



READY OCTOBER 1ST—A LIBRARY OF "ORGAN TREASURES"

AGAIN, Standard presents a "natural"—"ORGAN TREASURES"—a new, separate feature, sold outright as a unit. 200 individual selections—ten different types of organ music, played on a gloriously toned $80,000 instrument voiced especially for radio. All standard favorites—organ alone, organ with vocals, with violin, with steel guitar, and other pleasing combinations. Again we say—a "natural!"

Flexible pressings; complete card index with descriptive material. "ORGAN TREASURES" will be released October 1st at remarkably low cost. Write for samples now at $2.00, credited upon purchase, refunded upon return.

★

★ THE KING'S MEN
★ THE LAST NIGHTER
★ SUPER-SOUND EFFECTS
★ STANDARD PROGRAM LIBRARY

★ OSCAR and ELMER
★ ONCE UPON A TIME
★ SONS OF THE PIONEERS
★ KAY KYSER'S ORCHESTRA

★ CUSTOM-BUILT FEATURES

STANDARD RADIO INC

6404 Hollywood Blvd., Hollywood, Calif. 180 North Michigan Avenue, Chicago

NEW YORK • BOSTON • ATLANTA • SAN ANTONIO • TORONTO • LONDON

STUDIO AND PROGRAM NOTES

WBT, Charlotte, N. C., has started its second season of tobacco market broadcasts with a 45-minute program from Dillon, S. C., sponsored by the warehouses, merchants and the city administration. Arthur Whiteside, of the WBT program department, went to Dillon a day before the broadcast and made everything ready. Chief engineer J. J. Beloungy and Ralph Painter, assistant, handled the remote pickup. Grady Cole, who was specified for the broadcast in the contract, had a 12:30 program of comment at the studios in Charlotte, so in order for him to make connections, the Dillon merchants chartered an airplane and flew Grady back to Charlotte.

WSOC

Still has some choice spots open for your fall campaign.

WSOC is a real producer, because it has the listeners and the listeners have money to spend.

WSOC Charlotte, N. C.
NBC AFFIL...TE
Representatives
Hibbard Ayer, New York
A. T. Sears & Son, Chicago

WITH the retention of Grace Flandrau, St. Paul, nationally known author, as political and news commentator, KSTP, St. Paul, believes it is the first major station to employ a woman in that capacity. Miss Flandrau, author of *Indeed This Flesh, Then I Saw The Congo* and other books as well as numerous articles in national publications, has filled the 15-minute nightly spot over KSTP as general commentator during the vacation of Val Bjornson.

"IN THE air and on the air" is the new slogan adopted by the *Hartford (Conn.) Times*. Having placed its new station WTHT in operation last month, the newspaper now has acquired a 10-passenger Stinson airplane for general use. Plane-to-ground broadcast experiments are contemplated, according to Cedric W. Foster, director.

WITH KECA, Los Angeles, inaugurating its new 5,000 watt transmitter Aug. 31, the station is conducting a *Salute to Industry* period during the first week of September. Carl Haverlin, sales and promotion manager, has secured the cooperation of more than 20 basic industries in the Los Angeles area. Each is being given a separate half-hour program, the human interest and romance of each industry being treated dramatically. No individual or trade names are being used.

SURPASSING all records, WLS, Chicago, reports the receipt of 1,003,511 fan letters during the first six months of 1936, of which 47.8% contained "proof of purchase". This compares with 1,300,312 letters during all of 1935.

WDNC, Durham, N. C., recently purchased by the *Durham Herald & Sun*, was to be formally taken over by the newspaper organization on Sept. 1 with a special program featuring addresses by local civic leaders and radio and newspaper figures.

NEW!

Transco can always be relied on to produce programs that are new in idea, talent, audience interest, and originality.

Every program is in a distinct class, in its particular type of entertainment, and the variety of subjects available, will provide sales producing program vehicles for your most discriminating sponsors' advertising messages.

So, when we suggest that you reserve your decision on electrically transcribed program features for your fall schedules, until you have had an audition on these new programs, we feel that you will find it an investment in futures, which will pay dividends to your station and your sponsors.

One of our field managers will call on your station in the very near future.

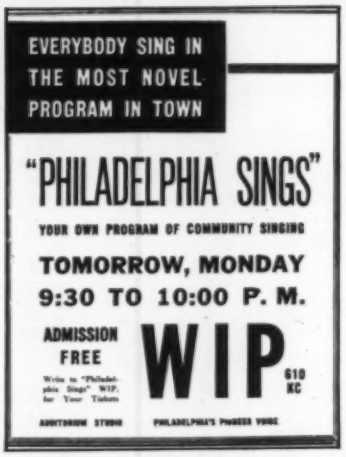
A wire or letter will receive our immediate attention should you desire additional information.

■

Radio Transcription Company of America, Ltd.

Hollywood Office
1509 N. Vine St.

Chicago Office
666 Lake Shore Drive



When Philadelphia Sings

TICKETS for the *Philadelphia Sings* programs on WIP are being sent out four weeks in advance, so popular is the series. It is broadcast Monday nights with James A. Willard as leader and originates in the WIP auditorium studio. Visitors are taken on a tour of the new studios. Above is one of the advertisements used in local newspapers to promote the first program in the series.

ANNOUNCING its intention of carrying regular Transatlantic features arranged by its newly appointed European representative, John Steele, former London correspondent of the *Chicago Tribune*, Mutual Broadcasting System plans to carry the coronation of King Edward from London this fall along with the other major networks. It is also entering into arrangements with the BBC for other relays.

THE *Musical Mailbox* of WMEX, Boston, produced by Vivienne Mae Cameron, postmistress, now includes the list of hit tunes published Mondays by Steve Fitzgibbon, local radio editor. The Monday selections are pointed toward the Lucky Strike *Your Hit Parade* contest.

LESS than nine minutes after the fatal blast at the Grainger Wholesale Fruit Co. plant in Lincoln, Neb., KFOR was on the air with a description direct from the scene. Lyle De Moss, program director, and Dwight Perkins, staff announcer, handled the mike on the first broadcast. As soon as the first broadcast was concluded and it became known that two men were still entombed in the wreckage, R. B. Martin, KFOR-KFAB manager, ordered that a complete crew, including engineers, announcers and remote control equipment, be kept on constant duty at the scene. Eve hour on the hour throughout the afternoon bulletins on the condition of the four injured men, two of whom later died, were flashed. As many as possible of these periods were fed to KOIL, Omaha.

WDRC, Hartford, beginning Aug. 31, goes on the air a half-hour earlier than its present opening time of 7:30 a. m. This change was made in response to a demand for earlier periods for commercial sponsorship. One of the first local firms to take time during this earlier period is the Salz Style Shop, clothiers, with Hal Goodwin, the *Friendly Cowboy*. The account was placed by Julian Gross Adv. Agency, Hartford.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

WBIG, Greensboro, N. C., has arranged for remote lines to colleges in its area for the fall and winter sessions. Special broadcasts will be carried from Greensboro College, Guilford College, Woman's College of the University of North Carolina, High Point College, Bennett College, A. and T. College, Duke University and the University of North Carolina. WBIG is negotiating with both Duke University and the University of North Carolina to broadcast their major football games.

VISITORS from every state have made the studio tours or watched one of the broadcasts of WGN, Chicago, during the summer. The tours are conducted every half-hour, with peak attendance having been recorded Aug. 6 when 500 were conducted through the building. Tours and public broadcasts are free.

AN APPEAL by WHBF, Rock Island, Ill., for donors of blood for an emergency transfusion brought some 50 persons to the hospital within a half-hour, as well as 75 telephone offers. The appeal was made at the request of a physician, and the transfusion brought immediate improvement in the patient.

CONTINUOUS programs in the City Auditorium, Salina, Kan., were presented recently by KFBI, Abilene, celebrating the second anniversary of its Salina studios. Estimated day attendance was 5,000 and the auditorium was packed for the night program.

NETWORK and commercial programs were cut by WKZO, Kalamazoo, to give a description of a lad struck by an auto. Within ten minutes the parents were located and they reached the hospital just before the child died. WKZO recently located, as the result of a broadcast, the police scout car in which a gunman had fled during a fight with police.

WFBL, Syracuse, is arranging a score of special broadcasts for Sept. 23, when its famed railway tracks in the heart of the city will be shut down. The Palmolive CBS *Come On Let's Sing* will originate from Syracuse that day. Gov. Lehman and railway executives will speak. WFBL is cooperating in furnishing trophies for the New York State contest for high school bands, to be held during the New York State Fair.

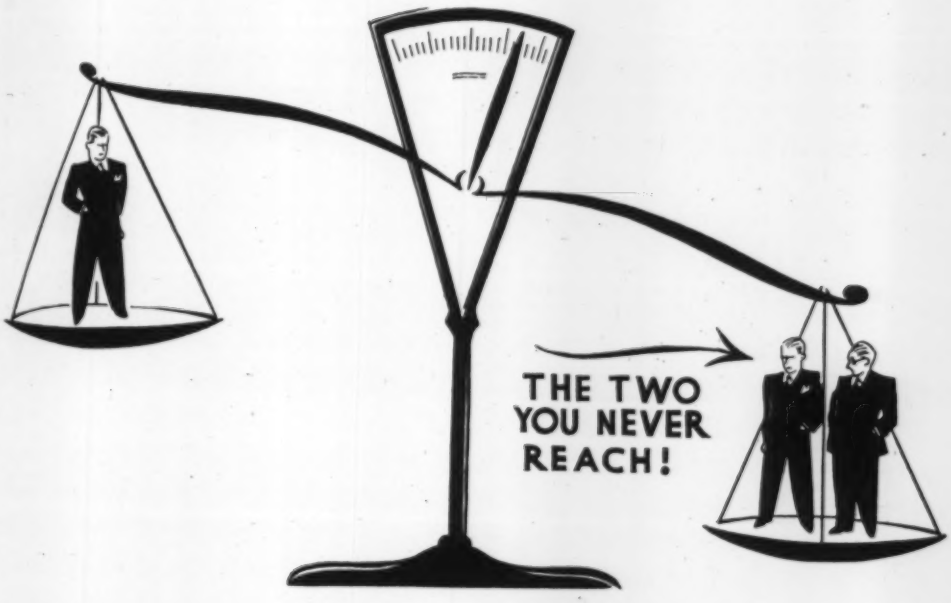
WHAM, Rochester, has condensed the four "F"s" of the feminine world—Food, Fad, Fashion, Fancy—into a 30-minute review titled *Women Only*, a daily morning participating program. Style notes, home hints, recipes, book reviews, commercials and music are presented by Mrs. Helen Oviatt Griffin, commentator, former society editor of the *Rochester Journal*.

A WOMAN'S feature on WGAR, Cleveland, is *Penny Stretchers*, with Carl George offering hints to housewives on household financial problems. The bulk of the material is supplied by listeners. Another new WGAR feature is *Who's News*, on which Sidney Andorn introduces and interviews celebrities when they are in Cleveland.

KFJZ, Fort Worth, is capitalizing on the "Knock Knock" craze, a five-minute portion of a noonday feature, the Hi-Flyers orchestra, being devoted to "Knock Knocks" submitted by listeners. The best one, in the judge's opinion, receives two baseball tickets. The period is sponsored by a local optometrist.

Lou McDermott

LOU McDERMOTT, radio producer and composer, died Aug. 11 at the University of California Hospital, San Francisco. He entered radio in 1931 as radio director of Smith & Drum, Los Angeles, and directed *Mobil Magazine* and other well-known programs.



When You Miss 2 Out of Every 3 in Chicago-

Of Course Sales Costs Go Up Sky High!

MAYBE you've said frequently: *"Chicago is a tough market. I can't understand why sales aren't going up!"*

Well, you could understand if you stopped to realize that TWO out of every THREE in Chicago are of foreign birth or parentage — and you didn't spend a penny to bring your sales story to the millions who haven't had the privilege of learning the language of America.

This vast market is easily reached by these stations which have merited confidence through years of splendid public service!

WGES - WCBD - WSBC

"SERVING CHICAGO'S FOREIGN MILLIONS"

4000 WASHINGTON BLVD. CHICAGO

Advertisement

Out Here In Chicago . . .

- *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC*

By GENE T. DYER

This is your column, too — so send along any item you have!

SOME Chicago stations have solved the phonograph record "performing right" hold-up attempt, by simply banning for all time the records of artists who joined in the racketeer threat. Some day a lot of those boys and girls will be around panhandling a "plug" for their phonograph records, we predict.

* * *

AS THIS COLUMN GOES TO PRESS A SUIT FOR $5,000 WAS FILED AGAINST WGES BY A CERTAIN ORCHESTRA LEADER FOR ALLEGED USE OF HIS PHONOGRAPH RECORDS. THAT SUIT MIGHT HAVE BEEN AGAINST YOU AND YOUR STATION, MR. STATION OWNER!

* * *

We've made a couple statements in this column that have received not even a single challenge. We repeat them—they're important:

WGES carries more local accounts and sponsored local time than any other Chicago station.

WSBC is Chicago's leading 100-watter and from a time-on-the-air standpoint one of America's most successful stations, regardless of size.

WCBD offers the greatest value-per-dollar of any 5 kw. station in America. See the rates!

* * *

This November election appears to be a clear (if not clean-cut) fight to show up the power of the press as compared with the power of radio. Yep, radio is just now finding out *how really powerful it is!*

* * *

Oft-suggested slogan for WGES: Most popular independent station in Chicago!

* * *

We discovered a swell sales line when Joseph Lang of WFAB, New York, sent us a pamphlet about foreign programs on that station, titled "The Forgotten City of Four Million People". It's taking time—but gradually big advertisers are finding these tremendous foreign language markets—and cashing in on them! Meantime the radio stations are doing a swell job of Americanization.

Gene T. Dyer

OXFORD DOESN'T OBJECT TO OUR ACCENT!

In fact, Oxonians probably never even hear us, unless they happen to be living within 75 or 100 miles of Louisville! But don't let that bother you—unless you're selling blazers! We've got 420,000 of your bona-fide prospects virtually within sight of our tower—1,132,692 total listeners—at the lowest cost for any comparable medium in Kentucky . . . . N. B. C., too. Want the dope?

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

News Sponsorship Expanding Rapidly

Newspapers Unable to Block Trend, Says Herbert Moore

A CAMPAIGN to discourage national advertisers from sponsoring news programs has been undertaken by some branches of the press, according to Herbert Moore, president of Transradio Press Service.

Having failed in earlier efforts to prevent broadcasting of news, Mr. Moore declared Aug. 21 that this new campaign already is well under way but that, in his judgment, it is doomed to failure. National advertisers generally, he said, are seeking to obtain news programs because they are aware of the vast daily audience for such broadcasts.

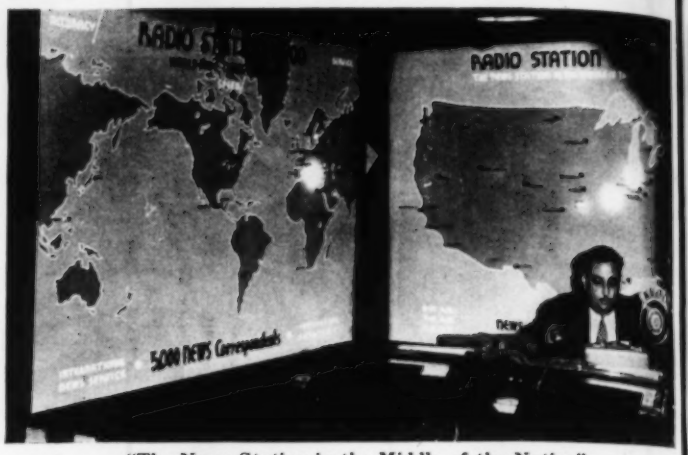
Mr. Moore estimated that some 500 of the 635 stations now are broadcasting daily news programs, the vast majority having commercial sponsors at premium rates. Moreover, he pointed to the influx of newspapers into radio through station purchases or new station grants from the FCC as an indication of the changed attitude on the part of many daily publishers.

A Look at Facsimile

"SOME publishers, including several of the most important in the country, are friendly to radio and the function of news broadcasting," he said. "Numerous newspaper-owned radio stations have let down the bars against news sponsorships and find it is both ethical and profitable."

He predicted that radio as a news distributing medium will continue to increase in importance until news programs become as numerous as are the editions of daily newspapers. Sponsorship revenue from news programs, he declared, "will ultimately constitute their main source of revenue and will lessen the dependence of local broadcasters on national networks."

Facsimile, rather than television, was hailed as the next great radio development by Mr. Moore. He asserted the fight between the press and radio is now shifting to facsimile and added that the "overemphasis on the importance of television" was a part of the strategy of equipment manufacturers "and their affiliated networks" to distract the public from facsimile. Imminent development of facsimile, he declared, "will make it possible for county newspapers to operate their own facsimile broadcasting stations, using low power, ultra-high-frequency transmitters."



"The News Station in the Middle of the Nation"

WITH the above slogan, KVOO, Tulsa, recently adopted an unique method of promotion for its news bureau. During the International Petroleum Exposition and Congress in Tulsa, KVOO moved its entire news bureau to the grounds of the exposition for eight days. Space was provided at the huge industrial show for the complete news equipment and facilities of the new bureau.

Ken Miller, station news editor and a former newspaperman, was in charge of the bureau. Teletype machines of International News Service and Universal Service and shortwave equipment of Transradio Press were set up on the grounds, and six news broadcasts carried daily from the exposition grounds. Two large maps were constructed for the exhibit. The KVOO engineers worked out an ingenious method of flashing lights on the maps indicating the point of origin of news being transmitted over the teletype machines. In addition a large bulletin board, patterned after the front page of a newspaper, was erected near the bureau. Throughout the day and night late news bulletins were posted on the board. Bulletins of especial interest to exhibitors were delivered by runners direct to the exhibitors booths.

W. B. Way, manager of KVOO, who was also general manager of the exposition, declared that the news service was well accepted by exhibitors, and praised as an additional service to visitors on the grounds. KVOO recently signed a full year contract for exclusive sponsorship of the news by Crazy Water Crystals.

NBC Chicago News Chief

KENNETH D. FRY, for the last three years a member of the press department of the NBC central division in Chicago, on Sept. 1 moves into the program department as manager of special events and news broadcasts, a new post. The special events and news departments in New York is under the direction of A. A. Schechter. Fry was for 10 years on the sports staff of the *Chicago Evening Post*, and was sports editor of that paper for four years. For six months he was midwestern sports editor of United Press before joining the NBC press department in July, 1933.

UP Extends Wires

TO THE 20 stations in 15 cities linked July 27 for its new 18-hour daily leased wire news service [BROADCASTING, July 15], bringing reports via teletype directly into the stations and written specially for broadcasting, the United Press announces that on Aug. 17 it added five more stations in as many cities. The stations are WRVA, Richmond; WTAR, Norfolk; WPTF, Raleigh; WBT, Charlotte, and WKRC, Cincinnati.

Giving jobs to thousands
Attracting millions of visitors
Stimulating business in all lines

Two Huge Centennial Shows
make
Dallas--Fort Worth
The Plus Value Market of 1936!

50,000 Watts
WFAA--WBAP
DALLAS FORT WORTH
National Representatives:
Edward Petry & Co., Inc.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1000 Watts*

Leads Southeast!

NORTH CAROLINA leads Southeast in Federal Income Taxes paid (Corporation plus Individual) . . . and leads 46 states in total Internal Revenue paid!

And WWNC, remember, blankets rich resort-industrial Western North Carolina!

KDYL
The Popular Station
NBC
SALT LAKE CITY, UTAH

Newspaper Using Radio to Promote Circulation Drive

Evening Ledger Finds Reading Of Comics Successful

OWNER of its own local station in Philadelphia, WHAT, the *Philadelphia Evening Public Ledger* apparently believes in radio exploitation on behalf of circulation. Not only does it use its own outlet, but it has completed on WIP, Philadelphia, a six-month campaign, suspended recently for the summer months but soon to resume, that was one of the biggest mail pullers in local radio history.

Heard Mondays through Saturdays from 6 to 6:15 p. m., regarded as the ideal hour to reach the child at home after school and play hours, the program consisted of one character reading the most popular comic strips in the newspapers. The reader was *Brother Bill*, popular local actor, who dramatized the characters and himself provided the voice changes and various sound effects.

The campaign was planned with the sole purpose of increasing circulation through added child reader interest. Starting Sept. 9, 1935, it built up audience until Nov. 1, when the first giveaway offer was made.

A Test of Comics

EACH CHILD sending in a complete comic strip of the character mentioned by *Brother Bill* was given a handsome colored button which could be worn on jacket lapel, shirt or dress. For example, for one full week *Brother Bill* would offer the button to every boy or girl sending in the comic strip of *Popeye the Sailor*. It was a curious fact that the returns varied according to the popularity of the comic strip character, giving the newspaper the additional index to popularity of its comics.

From Nov. 1, 1935, to April 30, 1936, more than 62,000 buttons were mailed out, the number of requests ranging from 1,550 to 4,325 a week. The newspaper had practically that number of children as intensive followers and, while Circulation Manager J. R. Westcott has not divulged the actual increase in circulation, he has arranged for a resumption of sponsorship of the *Brother Bill* programs this fall, using six 15-minute periods weekly for nine months.

Boom for WGAR

AT 1:59-30 p. m. came the standby signal for the remote crew of WGAR, Cleveland, ready to broadcast the departure of President Roosevelt. Just as Sid Andorn was going to start his description, the first aerial bomb of a 21-gun salute landed within 20 feet of the 100-watt mobile unit, knocking it out of commission. Andorn, Graves Taylor and Bob Evans talked their heads off for 20 minutes without realizing they were not on the air. WGAR previously had provided 90 minutes of broadcasts during the President's visit to the Great Lakes Exposition and his inspection of WPA projects.

Uncle Sam is investing MILLIONS in the

Grand Coulee Dam

8th wonder of the world

— yet this is but one of MANY reasons why the Spokane market is a "hot spot" on the nation's 1936 sales map.

KFPY COMMANDS

in Spokane and its $400,000,000.00 trading area. It will carry your sales message to

13% more listeners

than the first competing outlet and to

2% more listeners

than all other Spokane radio stations combined. What better proof than this . . . KFPY advertisers pay the HIGHEST local rate asked by any Spokane station?

KFPY REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK and Palmolive Building, CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 601 Russ Bldg., SAN FRANCISCO

—and the telephone wires can take it!

PEOPLE were too thrilled by the novelty of the first chain broadcast to be critical. Telephone engineers realized that the equipment for transmitting human speech was inadequate for the wide range of music.

Laboratory research began. Experimental tests followed. Improvements continued. Trained men and elaborate equipment kept telephone facilities in step with the progress of radio.

Such work is never completed. No one ever knows what day will bring some new great stride in the direction of perfection. Much time, money and scientific skill are poured, every day, into the advancement of telephone teamwork with the broadcasting industry.

Merchandising & Promotion

Free Packards — Selling Real Estate — 3-Cent Stamp — A & P Menus — Contest for Local Chain

THE Sixth Annual Fisher Body Craftsman's Guild Scholarship awards were announced on 30 NBC-Blue stations Aug. 26, 9:45-10 p. m., sponsored by Fisher Body Corp., Detroit (auto bodies), a division of General Motors. The awards were made in the assembly hall at Cleveland College, Cleveland, and consisted of four $5,000 college scholarships and 18 regional winners who received cash awards. The one-time broadcast was placed through Arthur Kudner Inc., New York.

VARIED activities of a regional radio chain are pictured in the new 24-page book, *100 Stills of Action*, published by the Central States Broadcasting System, operators of KOIL, Omaha, and KFAB-KFOR, Lincoln. The book was mailed Aug. 20 to agencies, clients, and stations throughout the country. Pages are given to such subjects as dramatics, sports coverage, fire broadcasts, flood programs, celebrity interviews and news broadcasts.

* * *

CAROLINA BAKING Co., Columbus, S. C. (O'Boy Bread), on Sept. 14 begins a series of five-weekly 15-minute *Highlights of Hollywood* on WIS, Columbia S. C. Special wrappers for all O'Boy Bread are planned for the first month. Window posters will be provided to 25,000 grocers in southeastern states. A colorful portfolio describing the campaign will be issued to each of the company's 350 salesmen for showing to grocers, and in addition each truck will carry two posters. Listeners will be offered an 8x10 inch photo of a movie star twice each week, for which proof of purchase is not required. The account was placed through Freitag Adv. Agency, Atlanta.

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

FLOATING — This cruising merchandising exhibit was taken around Maryland by WFBR, Baltimore. It carried photographs of radio artists, samples of products and posters displaying sponsors' products. A salute program was staged at noon in each city.

PACKARD MOTOR CAR Co., Detroit, and RKO Radio Pictures Inc., will stage a cooperative campaign to promote *Packard Radio Hour* with Fred Astaire, the current picture *Swing Time*, and forthcoming new Packard autos. The Packard program starts Sept. 8 on an NBC-Red network, Tuesdays, 9:30-10 p. m.

Two contests over an eight-week period will be staged, with new Packards as prizes. One contest will be based on best descriptions of new Packards, and will be open to patrons of theatres showing *Swing Time*. The other, open to theatre managers and publicity men, will be for best cooperative campaigns on the motion picture in conjunction with local Packard dealers. Twelve cars will be awarded in the first contest, three in the second. Winners will be announced on the network program and in theatres. Additional awards may be made by local Packard distributors. Judges are F. H. McKinney, of Packard; Chester J. La Roche, president of Young & Rubicam Inc., and Ned E. Depinet, president of RKO Distributing Corp.

* * *

KMOX, St. Louis, reports a 90% sales from prospects picked up in a unique series of questions asked by Happy Green, who handles *The Home-Maker* program each morning, for Arthur R. Lindburg Co., St. Louis, distributors of Westinghouse refrigerators. On each program Green asks his listeners to telephone him after the 15-minute program, answers to three questions: "How much do you pay a month for ice?" "How many in your family?" "What is your monthly food bill?" He promises to send a representative to show that in three years, a saving more than the cost of the refrigerator is made. Special operators have been necessary at KMOX to take care of phone calls immediately after the broadcast.

SOME results that radio brought to William Reinhardt, realtor and building and loan conveyancer in Philadelphia, who used 13 quarter-hour periods on WIP at 10:30 p. m.: "Thousands of new shares subscribed for by my hearers . . . expressions by the thousands from stockholders of renewed confidence in the future of the building and loan movement . . . I would have been perfectly satisfied with far less, yes with one-fiftieth or one-hundredth of the results . . . the mail became heavier each week . . . the telephone calls more numerous . . . the personal visits multiplied . . . the officers and directors of the many associations with which I am connected as conveyancer were just as amazed as was I with the concrete results." The foregoing statements are excerpts from a letter written by the sponsor, who is making extensive plans for fall broadcasting.

* * *

WMEX, Boston, has leased 2,160 square feet at 72 Brookline Ave., Boston, directly under its executive offices, as part of an expansion program. The new space, on the street floor, has a 30-foot sidewalk frontage to be used for merchandising purposes. Clients will have free use of display space, which will include a large auditorium and be designed on an exposition basis. Trained attendants will answer questions propounded by visitors but will not attempt to sell anything. Additional office space will be built as part of the expansion program.

* * *

AN UNUSED 3-cent stamp pasted on a promotion piece of WMAZ, Macon, Ga., illustrates the station's contention that "a 3-cent stamp spent at WMAZ will carry your advertising to 91.73% of listeners in Greater Macon and Bibb County, not to mention those good folks you sell in 53 counties surrounding Bibb." Taking the ANA-AAAA-NAB census figure of 14,200 radios in Macon & Bibb County, and using the 64.6% figure of sets tuned to WMAZ (CBS calculation), the station gets 9,173 listeners, figuring only one listener per set, and then obtains its final figure by calculating the single-time rate of a 100-word announcement.

A "READY-MADE" AUDIENCE —READY TO BUY

KFNF offers you a made-to-order farm and small town audience in the very heart of America's richest agricultural section. An audience that, because of skyrocketing livestock and commodity prices, plans to enjoy MORE of the BETTER things of life during the coming months.

THE KFNF HABIT

For 12 years, this audience has depended on KFNF to guide its buying habits. Even WE didn't realize how anxious they were for this service until, during the hottest two weeks of summer, we made scattered announcements offering our new 16-page program book. Here's what happened:

FIGURE IT OUT

4422 people . . . from 290 counties . . . in 9 states, demanded this book . . . even sent almost $100 in postage to make sure they would receive it. THAT'S the typical KFNF audience which not only listens, but plans to CONTINUE LISTENING . . . waiting to hear YOUR sales message. (By the way, those 4422 inquiries, at regular commercial rates, cost us only 3.8c a piece—which is darned good.)

FOR SALE—RESULTS

YOU can have the same, satisfactory, low-cost results that dozens of KFNF advertisers have been getting for the past 12 years. Allot a portion of your advertising budget to reach this "ready-to-buy" midwest farm and small town audience.

KFNF *"The Friendly Farmer Station"* **Shenandoah, Ia.**

LOCALLY OWNED—NATIONALLY KNOWN
KSTP
NORTHWEST'S LEADING RADIO STATION
MINNEAPOLIS — SAINT PAUL

A CONTEST for managers of the 15 Hom-Ond Food Stores (local grocery chain) will be held Oct. 1-15 by WOAI, San Antonio, which will provide uniform display material to each manager and award prizes to managers who do the best promotion job in their stores. Two managers will get big cash awards for their displays, as measured by increase in sales of items displayed over previous weeks. Seven managers will get cash awards for best exhibits selected by three neutral judges.

The "Hom-Ond-WOAI-Week" will be promoted in newspapers and spot announcements. The campaign is designed to get customers more familiar with products and their programs, test effectiveness of radio displays, get managers interested in certain items, show retailers the effectiveness of radio and help WOAI sponsors "advertise their advertising". About 35 items will be featured.

* * *

THE *Man on the Street* of KFAB, Lincoln, Neb., goes visiting every Saturday with the program under sponsorship of Penn Tobacco Co. Wilkes-Barre, Pa., for Kentucky Club tobacco. Five days a week, the *Man on the Street* goes on at noon from the busiest corner in Lincoln, and on Saturday moves to some small town in the neighborhood. Starting at 11:30 o'clock, a male quartet and Lyle DeMoss, who asks the questions for KFAB, put on a program for the assembled crowd in the town. Then at 12 o'clock the *Man on the Street* goes on the air for 15 minutes, after which all the men on the broadcast — engineers, announcers, tobacco company representatives, and many others along—are introduced to the audience. A can of tobacco is presented to each man interviewed. Some days the announcer will give in addition a one dollar bill to every man stopped who has a can of the sponsor's product with him, and on other days those having Kentucky Club will receive free one of the WDC pipes which the sponsor has been featuring on its other broadcasts.

Central States Broadcasting System, operators of KFAB, Omaha and Lincoln, gives the program added value through its publicity and promotion department. A mat of Program Director DeMoss and the company's mobile broadcasting unit is furnished to the newspaper in each town with a story on the coming broadcast. The town's mayor and various civic bodies are also contacted by letter; so by the day of the program, everyone for miles around has heard that *The Man on the Street* will be in town and they turn out to meet him.

PENNSYLVANIA SALT MFG. Co., Chicago and Philadelphia (Lewis Lye) is supplementing its regular January-June campaign with two 20-week promotion efforts on WWL, New Orleans, and KFEQ, St. Joseph, Mo. Three two-minute announcements weekly are used. Fletcher & Ellis Inc., Chicago, is the agency.

NOW
250 WATTS
New Vertical Radiator, all New Equipment
WLBC - MUNCIE

ENTER
YOUR CHILD
IN
THE CHILDREN'S RADIO OPPORTUNITY PROGRAM
SPONSORED BY
THIS STORE — over — STATION WCOP
COPLEY PLAZA HOTEL
Merchants Co-operative
Open to all Between the Ages of 4 to 16
WCOP
Radio Program
Your Child may be the Radio Star of Tomorrow
WEEKLY FIRST PRIZE WINNER RECEIVES
BEAUTIFUL CUP AND ALL EXPENSE TRIP TO NEW YORK
TO APPLY FOR AUDITION ON
MAJOR BOWES PROGRAM
Come in and Get Your FREE Audition Blank
AT THIS STORE
TUNE IN
SUNDAYS 4 P. M. DIAL 1120 STATION WCOP
COPLEY PLAZA HOTEL

For Independent Stores

WCOP, Boston, has started a merchants cooperative series of child amateur programs designed for sponsorship by groups of noncompetitive independent stores in various communities. Window display sheets (see above) are combined with advertising in local newspapers.

Eleven merchants in a community are sold for the series. Audition forms provided each merchant carry the name of his store. House-to-house circulars announce details of the contest and names of stores where audition blanks may be secured. Eleven children are picked for each program after auditions, each child being sponsored by one of the 11 merchants participating in the plan.

Letters or postcards are used for voting and they are given each merchant to be used as a mailing list. A cup is given the merchant sponsoring the winning child and after being displayed at the store it is turned over to the winning child. The winner also gets a free trip to New York to apply for an audition on the Major Bowes hour.

* * *

FIVE HUNDRED housewives call or write to WBIG, Greensboro, N. C., every week for copies of the A. and P. Weekly Menu rotogravure, published by the Great Atlantic and Pacific Tea Co. The menus are promoted each Friday evening on the A. and P. program, a local program featured on WBIG for the last three years. The weekly publication contains recipes, menus, kitchen lore of all kinds, together with a weekly budget plan.

For Complete
COVERAGE
of
HEAD of the LAKES
and
IRON RANGE
REGIONS
WEBC
DULUTH
WMFG
HIBBING, MINN.

John Blair & Co. Adds To Film Presentations

ENCOURAGED by the success of its new visual and audible sales presentations, prepared for three of its stations and first exhibited at the NAB Convention in July, John Blair & Co., shortly will release similar "slide film" presentations defining the markets of four more Blair stations. Additions are WBNS, Columbus; KTRH, Houston; KTAR, Phoenix, and WOW, Omaha. The initial subjects were WHIO, Dayton; KWKH, Shreveport, and KIRO, Seattle.

Originated and developed by Murray Grabhorn, manager of the Blair New York office, the new-type presentations run approximately 12 minutes in length and contain about 75 photographs arranged to tell a graphic story of the station's market. They reveal the extent of the station's market, merchandising facilities, analysis of the potential audience, market statistics. In operation, the slide film is synchronized with an electrical transcription providing a running commentary on the photographs. A compact, specially designed case contains transcriptions and films for each station. The cover of the case is utilized as a screen. A small projector is included. The film is prepared by Advertising Film Associates, New York, and the recording is by RCA.

On Aug. 20, Mr. Grabhorn visited Philadelphia at the invitation of Rohrbaugh & Gibson, advertising agency of that city, to display the visual and audible presentations. Under consideration was the Wheatena Corp. account, which is considering addition of spot stations.

WCBS
IG
IN GREENSBORO, N.C.

Some say that we are too *Highbrow* . . .

Others that we are *Hillbillies* . . .

. . . anyway, we have a Million friends

. . . because we believe

"*THE determining factor in the size of a station's audience is its program policy, rather than its wattage. The more grade A programs it broadcasts, the larger its habitual audience.*"

• • •

We offer an intelligent merchandising service to both network and spot advertisers.

WBIG
in Greensboro, N.C.

WSPD's

SPEEDEEGRAM
— TO AN AGENCY MAN

Does anyone know
Does anyone care
If you grow
Or how you fare?
Glad when you're busy
Sad when you're knocked
Does anyone care
If you thrive or not?

WE DO, *Mr. Agency Man—*
—I'll say we do!

PLEASE REMEMBER THAT
Your problems are *our* problems and we're mighty anxious to help you solve 'em.

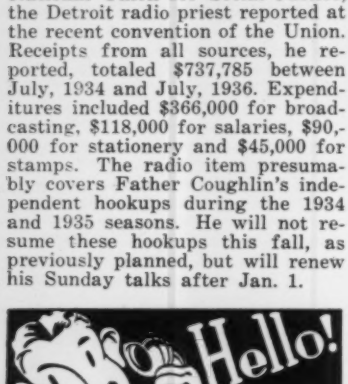
We Shall Produce Dollars
—For *you*, if you'll let us
A Basic Columbia Station

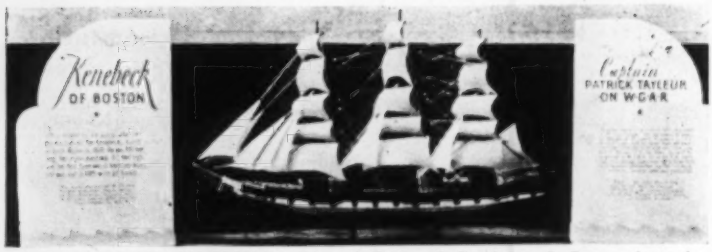
Studios: Commodore Perry Hotel, Toledo, Ohio
Transmitter: Perrysburg, Ohio

National Representatives, John Blair and Company
New York • Chicago • Detroit • San Francisco

Coughlin's Radio Bill

EXPENDITURES for radio time comprised the largest item in the balance sheet of Father Coughlin's National Union for Social Justice, the Detroit radio priest reported at the recent convention of the Union. Receipts from all sources, he reported, totaled $737,785 between July, 1934 and July, 1936. Expenditures included $366,000 for broadcasting, $118,000 for salaries, $90,000 for stationery and $45,000 for stamps. The radio item presumably covers Father Coughlin's independent hookups during the 1934 and 1935 seasons. He will not resume these hookups this fall, as previously planned, but will renew his Sunday talks after Jan. 1.


Hello!
Bob Barrett
Blackett-Sample-Hummert, Inc.
Your agency places more radio advertising than any other agency in the world—and WMBD, we believe, carries MORE LOCAL and MORE NATIONAL advertising than any station our size in a market our size—yet we haven't had the opportunity of showing you what we can do for such accounts as Dreft, Oxydol, and Ovaltine. Why not send your contracts now and take advantage of our increased coverage?
MEMBER CBS NETWORK
WMBD
PEORIA, ILLINOIS



BANK MERCHANDISING—Second Federal Savings & Loan Association, broadcasting on WGAR with Capt. Patrick Tayleur, retired seaman, used this window display to promote the program. Capt. Tayleur talks on "Save and Enjoy". Brief opening and closing announcements suggest that listeners "Save With Second Federal". The radio program and this display brought in 5,100 new accounts in 30 days.

New England Mint Spots

THOMAS D. RICHARDSON Co., Philadelphia (mints) has signed a 13-week contract with the New England Network for participation in the *Pure Food Institute* participation program which is broadcast from WEEI, Boston, Tuesday, Thursday, 2-2:15 p. m. The series will take the air Sept. 24. Despite the fact that the New England network is supposed to be defunct the *Pure Food Institute* and the *Home Maker's Counsel*, both participation programs, will continue to be broadcast over the network until Jan. 1, 1937. The *Home Maker's Counsel* is heard at an earlier hour, Tuesday, Thursday, 9:30-9:45 p. m. Weed & Co. represents these participation programs nationally except in New England states. Richardson Co. recently appointed N. W. Ayer & Son Inc., Philadelphia, to handle its account.

Eau Claire to Get Station As FCC Rescinds Action

A NEW station for Eau Claire, Wis., replacing WTAQ which recently was moved to Green Bay, Wis., was authorized by the FCC Broadcast Division Aug. 19 in rescinding its action of July 2 rejecting the original application. The station will operate daytime with 250 watts on 1050 kc., the clear channel of KNX, Hollywood, and will seek the call letters WEAU. The order is effective Sept. 15, after which construction will begin.

Heading the applicant Central Broadcasting Co. is Ben McGiveran, general agent of the Northwestern Mutual Life Insurance Co., as president and 10% stockholder. Vice president is Walter E. Bridges, manager of WEBC, Duluth-Superior, with 25% of the stock, and secretary-treasurer is Morgan Murphy, publisher of the *Superior Telegram*, with 65% of the stock. Mr. Bridges and Mr. Murphy have interests jointly in WEBC and in WMFG, Hibbing, Minn., and also are interested in the new 100-watt WHLB, Virginia, Minn., now under construction.

Arkansas Network

ESTABLISHED on a temporary basis for political talks during the recent Arkansas primary campaign, a new regional network to be known as the Arkansas Network and linking six stations in Arkansas along with WMC, Memphis, is contemplated for several commercial clients seeking such an outlet, according to G. E. Zimmerman, general manager of Radio Enterprises Inc., which operates KARK, Little Rock, and KELD, El Dorado, and which also holds an option to purchase KTHS, Hot Springs. Using Class E lines, the network temporarily linked KOTN, Pine Bluff; KFPW, Fort Smith; KBTM, Jonesboro; KCMC, El Dorado; KELD, KARK and WMC, Memphis. Tentative plans include securing Class C facilities for a permanent hookup.

PROBLEMS of premium offers will be discussed Sept. 28-Oct. 2 at the Premium Advertising Association of America meeting to be held at the Hotel Astor, New York.

Chiseling Projects Offered to Stations

Norman Baker Is Behind Offer; Free Movie Scheme Scotched

WARNINGS to stations to beware of "blind per inquiry" schemes of a character being offered by Norman T. Baker, militant cancer cure specialist whose station in Muscatine, Ia., was deleted several years ago, and also to guard against an "out-and-out attempt to chisel free radio advertising for motion pictures" currently being made, were sounded Aug. 26 by James W. Baldwin, NAB managing director.

Globe Advertising Agency, Chicago, Mr. Baldwin stated, is representing Baker, now operating XENT at Neuva Laredo, Mexico. Mr. Baldwin disclosed that the NAB on Aug. 18 addressed a letter to the Globe agency in response to a "per inquiry" announcement, and in reply received a communication signed by the "Baker Hospital" at Muscatine, together with two booklets, one entitled "America's Greatest Crime" and the other "Cancer is Curable".

"Although it is believed few stations today are accepting per inquiry accounts, this experience indicates the dangers which are involved in carrying blind advertisements," he stated.

Quaint Movie Offer

IN THE movie case, Mr. Baldwin called attention to circular letters sent to stations by Radio Previews Inc., New York, and signed by Leon Lee as president. Calling the letter "an insult to the intelligence" of stations, he brought out that it seeks a franchise agreement whereby the station would receive half-hour transcriptions based on major film releases, which they would agree to broadcast sustaining each week. The agreement would make other grotesque demands, such as guarantees by the station not to broadcast any other motion picture recordings during the one-year term of contract and not to broadcast the recordings from 8 to 10 p. m.

"This is an out-and-out attempt to obtain free radio advertising for motion pictures," Mr. Baldwin said. "The franchise agreement as proposed would not even amount to an exchange of time for talent because the station would agree, in the case of sponsorship, to pay $5 upon delivery each week for each recorded program received. Happily, broadcasting stations have learned that it pays to treat all their advertisers alike and they will not be mislead by Mr. Lee."

WORL Elects Officers; Will Expand Facilities

WORL, Needham, Mass., has named three new members to the executive staff. They are Robert C. Nordblom, president and director; John A. Breen, vice president and director; Robert H. Davison, clerk. They are in addition to George A. Crockwell, treasurer and director; James K. Phelan, vice president and director; William H. Eynon, vice president and director, who are in active charge of the station.

A new Truscon radiator will be erected and studios in the Myles Standish Hotel, Boston, will be enlarged.

WXYZ and the Michigan Radio Network

TODAY'S GREAT "PLUS VALUE" RADIO BUY!

+1 SHOWMANSHIP — WXYZ is known nationally for Showmanship gained by 25 years of successful experience in entertainment enterprises. That's plus value No. 1.

+2 AUDIENCE APPRECIATION — makes for greater sales response and is WXYZ's reward for refusing to broadcast spurious claims of questionable products. That's plus value No. 2.

+3 MERCHANDISING SERVICE — without additional cost to sponsors seeking coverage of the Greater Detroit Market and in the big Michigan Market. A complete merchandising service . . . gets dealers . . . distributors . . . jobbers . . . in effect a front line sales division, working in conjunction with the sponsors' sales representatives. That's plus value No. 3.

+4 8 STATIONS IN MICHIGAN'S 8 LARGEST CITIES — the Michigan Radio Network covers 8 big, rich market zones with greater penetration and sales influence than is possible by any single station with wattage strength sufficient to reach these zones. That's plus value No. 4.

N. B. C. Blue Network

KING-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING . . . DETROIT

WM. G. RAMBEAU CO., Representatives, Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

In Baltimore, it's
WFBR
BASIC N. B. C. RED NETWORK

Radio and The Lesson of Dictators

TAKE ALMOST any one of radio's critics aside for a confidential chat, and almost invariably he will admit—"off the record," of course, for otherwise it might crab his game—that the American system of broadcasting with all its faults is still the finest in the world, affording the greatest variety of desirable features to the greatest number of people. He will be particularly emphatic if he has been in Europe lately, where dictatorships generally rule radio no less than they do the press and the political and social functioning of the State. Hardly a person returns from observing radio and the press in Europe without a sigh of relief for America's non-governmentally owned or operated systems.

The arguments on behalf of our radio system are too numerous to recount here, but we think it is apropos to call attention at this time to the fate of Spain's private broadcasting services. No sooner had the Leftists come into power than they announced their intention of nationalizing radio. No sooner had the Fascist rebellion begun than both Leftists and Rebels seized the broadcasting stations at hand, using them for outpourings of propaganda and self-serving news reports that must keep the average non-combatant befuddled at all times. Imagine, then, what the broadcast news emanating from Soviet Russia, Fascist Italy and Nazi Germany must mean.

Possibly our radio system is safe from such dictatorial seizures, but the trend of the times must be watched closely by everyone interested in maintaining the integrity of our American system. A dictatorship of radio could spring up overnight under the Communications Act itself, which decrees that upon proclamation of war "or a state of public peril or disaster or *other national emergency*," the rules and regulations governing radio can be suspended by the President and stations may be closed down [Section 606c]. This is open to broad discretion and construction, but certainly the national bank emergency of March, 1932, might have led the way to a change in system had President Roosevelt been less zealous in safeguarding our American radio institution.

These are troublous times when it behooves every broadcaster to play his role honestly and without partisanship. We refer especially to the current political campaign, during which broadcasters have every opportunity to show their fairness to office seekers. The rule is simple—the rule of democracy:

"If any licensee shall permit any person who is a legally qualified candidate for public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: Provided, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station to any such candidate" [Communications Act of 1934, Section 315].

Of course, this refers only to *candidates*. What about *spokesmen* for candidates and spokesmen for one side of an issue or another? The law is not explicit here, and legal opinion differs as to whether Section 315 can be construed to apply to spokesmen as well as candidates. Common sense, however, should dictate making available facilities for political or controversial subjects *either not at all or on an equal opportunity basis to bona fide spokesmen*. If common sense doesn't dictate this, some lawyers think the broad discretion permitted the radio regulators under the "public service" sections of the law could force this. But why wait for law? The policy each and every broadcast operator should follow is obvious.

Radio Colleges Combine

WESTERN COLLEGE OF RADIO, San Francisco, has purchased the equipment and rights to the California School of Radio together with the long established Pacific Radio School in that city. The college, located at 731-35 Larkin Street, has increased space to make room for the equipment, according to John F. Kramer, owner. Arthur H. Halloran, well known Pacific Coast radio teacher, has been added to the faculty in charge of mathematics of radio and television classes. A correspondence course in theoretical work has been added.

Walter F. Schoeneck

WALTER F. SHOENECK, known to radio as Uncle Bob Wilson, died Aug. 14 in Chicago after 14 years on Chicago stations. He started in 1922 on KYW as bedtime story teller. His "Curb is the Limit" club number 900,000 juvenile members and he was a big factor in promoting safety teaching.

Hudson Coal on NBC

HUDSON COAL Co., Scranton, Pa. (cone cleaned anthracite), former spot user on a small scale, will sponsor a half-hour NBC program starting Sept. 20 on a split network of 11 stations, Sundays, 2-2:30 p. m. On the program will be the Landt Trio & White, and Col. Jim Healey, commentator, as well as guest user. Stations will be WEAF, WNAC, WTIC, WJAR, WTAG, WCSH, KYW, WFBR, WGY, WBEN, WWJ. Others may be added as the campaign progresses. The contract is for 26 weeks. Leighton & Nelson Inc., Schenectady, is agency.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

Red Cross Plans to Use Disc Dramas for Annual Drive to Secure Funds

TO BOLSTER its 1936 local campaigns, known as the Annual Roll Call, the American Red Cross headquarters in Washington is preparing two 15-minute transcriptions to be made available to all non-network stations for use in the fund drives of local Red Cross chapters during the period from Nov. 11 to 26. Both will be dramatizations, one of past disasters and one carrying short speeches by President Roosevelt and Chief Justice Hughes, and stations will be asked to carry them as sustaining features as their contributions to the Red Cross drive.

The recordings will be available after Sept. 1 when the U. S. Recording Co., Washington, will have completed the work. Radio Associates, Washington program builders, prepared the shows, which include appropriate music. R. A. Shepard of the American Red Cross headquarters is handling the details under W. Douglas Griesman, director of public information.

The Red Cross has also completed five one-minute spot announcements to be placed on radio stations between Oct. 22 and 26 during its home and farm accident prevention drive. Since the networks are donating time liberally for the Red Cross drives, it is expected the non-network stations will also accept its proffered programs for such a humanitarian cause.

WJAY

Cleveland • 610 Kilocycles

We Welcome TEST CAMPAIGNS!

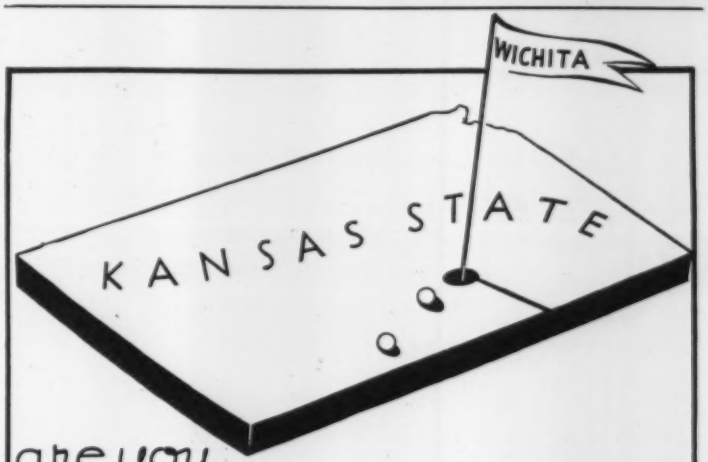
Most of our national accounts come to us on a "test" basis—and we're *glad* to show advertisers and agencies alike just what we can do for their sales in this rich market.

And perhaps that's why we're known as "the Station that Gets RESULTS."

Ask for WJAY's "FACTS"

EDYTHE FERN MELROSE
Manager WJAY Cleveland
Carnegie Hall CHerry 0464

THE STATION THAT GETS RESULTS



are you STYMIED in KANSAS?

KFH will help you sink that sales putt in Kansas KFH has a hold on the Southern Kansas and Northern Oklahoma audience that's why it's the ideal radio medium for your products

Include KFH in your next campaign It can and will increase your sales and distribution in this prosperous ready-to-buy area

Member CBS

KFH

Representatives EDWARD PETRY & CO.

WICHITA KANSAS

Palm Beach Station

FLORIDA'S newest broadcasting station, WJNO, West Palm Beach, is now operating full time with 100 watts on 1200 kc., with a composite transmitter and vertical radiator installed by H. B. Green. George A. Hazlewood, formerly with the radio interference department of the City of Jacksonville, is secretary and general manager of Hazlewood Inc., licensees, with State Senator John R. Beacham as president. Mr. Hazlewood announces the following staff appointments: Billy Wells, program director; Russell Bennett, chief operator; F. G. Carrol and Jack Gould, assistant operators.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Pure Oil Co., Chicago (Yale tires)

Julep Tobacco Co., Boston (Julep cigarettes)

Sand Springs Corp., Williamstown, Mass. (ginger ale)

Chamberlain Laboratories, Des Moines (hand lotion)

Tattoo, Inc., Chicago (Tattoo Cream Mascara)

Lyko Medicine Co., Kansas City (Lykolene dental cream)

Foster-Milburn Co., Buffalo (Doan's pills)

National Dairy Products Co., New York

Pen-Jel Co., Kansas City (Pen-Jel gelatin)

Samson-United Corp., Rochester, N. Y. (elec. fans)

Nu-Enamel Corp., Chicago (paints & enamel)

Boston & Maine RR, Boston

STANDARD RADIO'S children's series of dramatized fables and fairy tales, *Once Upon A Time* is now being offered as a department store holiday promotion.

COLUMBIA PHONOGRAPH Co., Chicago, will record the *Ace Williams* transcription series designed for broadcasting by local bakers. Contract was let by W. E. Long Co., Chicago, baker's service organization, which is arranging a campaign in the United States and Canada [BROADCASTING, Aug. 15]. Five quarter-hour discs weekly are planned.

BROADCASTING STATION
EUGENE
"THE 24-HOUR STATION"
A Member of the Holland Broadcasting System
6851 CRANDON AVE.
Chicago
FAIRFAX 7513
BIRTH RATE CARD No. 1
Issued August 1, 1936
EFFECTIVE 8:08 A. M.
Lung POWER — Plenty of FREQUENCY — WAVE LENGTH, 2 Hands
No CONTROL — No MODULATION
Transmitter at PASSAVANT HOSPITAL until Further Notice
Original Specifications—3 lbs.—15 ounces—14 inches
LIVE TALENT ONLY
Business Office:
Malcolm-Howard Advertising Agency
20 E. JACKSON BLVD.
Chicago, Ill.
Program Director
ANN HOLLAND
General Manager
ARTHUR M. HOLLAND
Technical Advisor
DR. JAS. H. BLOOMFIELD

"BIRTH RATE CARD" — In the form of the usual rate card, Arthur M. Holland, owner of the Malcolm-Howard Adv. Agency, Chicago, thus cleverly announced the recent birth of a son Eugene.

Another in Panama

THE Republic of Panama, with two broadcasting stations in Colon and two in Panama City, will shortly have another shortwaver at David in the Province of Chiriqui, recently licensed to operate with 200 meters on 11,740 kc. Leo Marchowsky heads the new company formed to operate ASIUL AIRAM, as the station will be known, this being the phrase "Maria Luisa" in reverse. Equipment has been ordered from the United States. The station will operate as a commercial broadcaster supported by advertising.

New Disc Firm

TRANSCRIPTIONS Inc., 56 W. 45th St., New York, has been formed to produce and place radio transcriptions. The firm will also make instantaneous recordings. Officers are: Chester H. Miller, president; Merwin W. Jennings, treasurer and sales manager; Glenn H. Pickett, secretary; Wilfred M. Scherer, vice president. Pickett, Scherer and Jennings formerly were officials of the Advertisers Recording Service Inc., New York, which sold out to Jean Grombach Inc., New York, last May.

KELLOGG Co., Battle Creek, Mich. (cereal), has signed with the St. Louis Browns and the St. Louis Cardinals baseball teams to broadcast all home games played by these teams during the 1937 season. All programs will be broadcast over KMOX. N. W. Ayer & Son Inc., New York, placed the account.

RADIO ADVERTISERS

ANTHRACITE INDUSTRIES Inc., New York (cooperative coal association) has appointed the Simpers Co., Philadelphia, to handle its advertising. It is understood the agency will open a New York office to handle this account. A radio campaign is contemplated.

ROSICRUCIAN ORDER, San Jose, Cal., (international fraternal organization), will resume radio advertising through Richard Jorgensen Adv. Agency, that city, and on Sept. 15 starts a 13-week spot series on KNX, Los Angeles.

INTERNATIONAL MATE Co. Inc., New York, has named Mears Adv. Inc., New York, as its agency.

PERFECT MFG. Co., Cincinnati, is placing radio advertising through Frederick W. Ziv Inc., Cincinnati.

J. W. MARROW Co., Chicago (Mar-O-Oil shampoo) has named Baggaley, Horton & Hoyt Inc., Chicago, formerly Sellers Service Inc., as its agency.

PADILLA POINT OYSTER Co., Seattle (Bailey's Oyster Soup), has appointed the Northwest Radio Adv. Co., that city, to direct its advertising, and expects to use spot announcements in a general list of selected markets.

C. H. BAKER Co., San Francisco (shoes), has appointed Sidney Garfinkel Adv. Agency, that city, to direct its Northern California advertising, and is considering radio along with other media.

ALASKA PACIFIC SALMON Corp., Seattle (Peter Pan & Icy Point Brands canned salmon), will have its new advertising appropriation in October and plans to continue spot broadcasting on daily participating programs. J. William Sheets, Seattle, is the agency.

NEWS-WEEK Inc., New York (magazine) has named Fuller & Smith & Ross Inc., New York, as its agency.

NATIONAL LABORATORY, Chicago (Nuga-Tone) has been charged by the Federal Trade Commission with making false claims for its product, described as dangerous in the hands of lay users.

To reach the New York market you must consider the character of its population.

*IN METROPOLITAN NEW YORK

THERE ARE MORE		THAN RESIDE IN
JEWS	1,765,000	PALESTINE
ITALIANS	1,070,072	ROME
GERMANS	884,062	LEIPZIG
POLES	458,381	LWOW, POLAND
SPANIARDS	110,000	CORDOVA, SPAIN

1,000 Watts Day and Night Effective Sept. 1

*WBNX broadcasts in these and other languages
Full staff on foreign language production available

SPEAKS THE LANGUAGE OF YOUR PROSPECT

SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS
STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC
PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP

A NEW APPROACH TO THE NEW YORK MARKET

WTOC
1,000 watts CBS
1260 on your dial
SAVANNAH, GEORGIA
"The only station serving the 39 counties which comprise Coastal Georgia and South Carolina with a primary signal."
THE VOICE OF THE COASTAL EMPIRE

Roosevelt *v.* Landon
Yale *v.* Harvard
Lewis *v.* Green
NEWS is your best bet this fall.
TRANSRADIO

YO HO TO YARMOUTH—International Radio Clubers are these folk assembled at Yarmouth, N. S., for the seventh annual convention Aug. 24-28. They are, front row left to right: Rosaline Greene (Mary Lou); Sylvia Isenburg, WIL, St. Louis, "Queen of the Radio Party"; Peggy Tooke. Back row left to right: Mayor J. M. Walker of Yarmouth; Jack Rice, president International Radio Club; Gene O'Fallon, KFEL-KVOD, Denver; F. C. Sowell, WLAC, Nashville; Joe Ries, WLW, Cincinnati; Norman Reed, WPG, Atlantic City; Maj. W. Borrett, CHNS, Halifax, N. S.

A party of 34 delegates and their wives, including a dozen broadcasters, congregated at Yarmouth for the convention. Civic and provincial dignitaries were at the dock to greet the radio pilgrimage from the United States. The party was feted by the Rotary and Kiwanis Clubs upon arrival. The program of entertainment included a trip to Halifax, tuna fishing, visits to Canadian stations and other entertainment.

In addition to those identified in the photograph, others attending the convention included George Davis, Western Electric Co.; A. J. Eaves, Graybar Electric Co.; George Malcolm-Smith, WTIC, Hartford; E. Douglas Hibbs, WTEL, Philadelphia, and Mrs. Hibbs; Nels Cocker and Douglas Hibbs Jr., WTEL; Sam J. Gellard, WLTH, Brooklyn, and Mrs. Gellard; Marie Campbell and Bertha Opsomer, WBCM, Bay City, Mich.; Clarence W. Hayes, WHBC, Canton, O., Mrs. Hayes and Clarence Jr.; F. R. Wilson, KGFI, Corpus Christi, Tex.; J. P. Mitchell and Fannie Louis Mitchell, WRGA, Rome, Ga.; Mrs. O'Fallon, Mrs. Rice, Joe Rice.

Ann Arbor Applicant

HEADING the group of prominent citizens of Ann Arbor, home of the University of Michigan, seeking a new broadcasting station there, Waldo Abbot, of the University's faculty who is also college radio director, on Aug. 20 submitted a new application to the FCC asking for 1,000 watts on the experimental "high-fidelity" frequency of 1550 kc. Among others in the group backing the proposed station is Fielding H. Yost, famous Michigan football coach.

5 Million in Taxes

REFLECTING the increasing sales of radio receivers, the U. S. Internal Revenue Bureau, which collects a 5% excise tax on all radio and phonograph apparatus, reports that Federal tax collections on these items for the fiscal year 1935-36, ended June 30 amounted to $5,075,270, an increase of 40% over the preceding fiscal year. These taxes do not include large additional Federal excises on automobile radios and accessories.

Liberty Adds WMCA

MACFADDEN PUBLICATIONS Inc., New York (*Liberty* magazine), has added WMCA, New York, to the *Liberty* magazine Bernarr Macfadden series scheduled for the four basic Mutual network stations, beginning Aug. 25, Tuesdays, 10-10:15 p. m. WOR will pipe the program to WMCA from its New York studios. WMCA will not broadcast the program on Sept. 8 due to previous commitments, but will carry all the other talks. Lennen & Mitchell Inc., New York, is agency.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to install a vertical radiator.

THE ONLY NBC BLUE NETWORK STATION Between ST. LOUIS and DENVER

WREN

CENTRALLY LOCATED TO SERVE— KANSAS CITY, TOPEKA and ST. JOSEPH

New Regional for Capital Rescinded, Argument Set

RESCINDING its July 22 action granting WOL, Washington, a shift of frequency to 1230 kc. and increase in power to 1,000 watts, the FCC Broadcast Division has ordered oral arguments by the applicant and protesting parties before it Sept. 10. Opposing the change in the Washington station's status from local to regional, which presumably would enable it to join the Mutual Network, are WRC and WMAL, NBC stations in Washington; WFBM, Indianapolis, now on 1230 kc.; WCAE, Pittsburgh, now on 1220 kc.; Monocacy Broadcasting Co., holding a construction permit for a new daytime regional station on the outskirts of Washington now in litigation, and Continental Radio Co. (Scripps-Howard), applicant for a new Washington station. The FCC had granted the WOL shift, ordering a directional antenna, in reversing the adverse recommendation of Examiner Dalberg, arousing legal complications and immediate objections on economic and technical grounds.

Lutherans Buy Hookup

LUTHERAN'S LAYMAN LEAGUE, St. Louis, which last year used a special commercial network of eight stations, through Mutual Network has arranged a hookup of 13 stations starting Oct. 4 for its Sunday religious programs, expected to run 26 weeks. Originating at the Evangelical Lutheran Synod's own station in St. Louis, KFUO, which will not be part of the network, the program will be heard from 1-1:30 p. m. on WLW, CKLW, WBAL, WRVA, WGR, WAAB, WEAN, WCAE, WGAR, WICC, WTHT, WJJD and WSM, though on WSM the 28-day option of NBC on that period could cause a cancellation if NBC sold the time. Kelly & Stuhlman Inc., St. Louis, handles the account.

WGH

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• Advertising

HOWARD J. LONDON
two years with BROADCASTING, *New York*
• Editorial

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOW, Omaha

Bulova Watch Co., New York, 5 weekly *sa*, thru Biow Co. Inc., N. Y.
Graef-Cowen Corp., Allentown, Pa. (Earoxon fly ribbon), 9 *sa*, thru John L. Butler Co., Philadelphia.
Carter Medicine Co., New York (liver pills), 156 *ta*, thru Street & Finney Inc., N. Y.
Chr. Hansen's Laboratory, Little Falls, N. Y. (Junket), 26 *sa*, thru Mitchell-Faust Adv. Co., Chicago.
Falstaff Brewing Corp., St. Louis, 6 weekly *sa*, thru Gardner Adv. Co., St. Louis.
Ford Motor Co., Detroit, 26 *t*, thru N. W. Ayer & Son Inc., N. Y.
Lever Bros. Co., Cambridge (Lifebuoy), 39 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Moffat Coal Co., Denver, 26 *sa*, thru Woolley & Hunter Inc., Denver.
Procter & Gamble Co., Cincinnati (white naphtha), 65 *ta*, thru Blackman Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati (Drene), 52 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Reid-Murdoch & Co., Chicago (Monarch food), 6 weekly *sa*, thru Rogers & Smith, Chicago.
Servel Inc., New York (Electrolux refrigerator), 26 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Webster-Eisenlohr Inc., New York (Tom Moore cigars), 312 *sa*, thru N. W. Ayer & Son Inc., N. Y.
Zenith Radio Corp., Chicago, 36 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WBZ-WBZA, Boston-Springfield

Julep Tobacco Co., Boston (mint cigarettes), 3 weekly *sa*, thru O'Dea, Sheldon & Co., N. Y.
Hudson Coal Co., Scranton, 2 weekly *t*, thru Leighton & Nelson, Schenectady.
Sun-Rayed Co., Frankfort, Ind. (tomato juice), 2 weekly *sp*, thru Chambers & Wiswell, Boston.
Boston & Maine Railroad, Boston, 6 weekly *sa*, 6 weekly *ta*, thru Doremus & Co. Inc., Boston.
Plymouth Rock Gelatine Co., Boston, 2 weekly *sa*, thru John W. Queen, Boston.
W. F. Straub & Co., Chicago (Lake Shore honey), 2 weekly *sa*, thru Mitchell-Faust Adv. Co., Chicago.
Daggett Chocolate Co., Cambridge (candy), 6 weekly *t*, thru Harry M. Frost Co. Inc., Boston.

WLS, Chicago

Armand Co., Des Moines (cosmetics), 156 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Acme Mfg. Co., Forest Park, Ill. (feed), 312 *sa*, thru K. E. Shepard Adv. Co., Chicago.
Drums Inc., Detroit (dry cleaner), 2 weekly *sa*, thru C. C. Winningham Inc., Detroit.
Reliance Mfg. Co., Chicago (Big Yank shirts), 3 *sp*, thru Mitchell-Faust Adv. Agency, Chicago.
Silberman-Becker Corp. (Sears, Roebuck & Co.), Chicago (raw fur marketing service), 22 *sa*, thru Neisser-Meyerhoff Inc., Chicago.
Willard Storage Battery Co., Cleveland, 63 *sa*, thru Meldrum & Fewsmith Inc., Cleveland.

WBT, Charlotte

Atlantic Ice & Coal Co., Atlanta (beer) 7 weekly *sa*, thru Rawson-Morrill Inc., Atlanta.
Kellogg Sales Co., Battle Creek (cereal), 6 weekly *sa*, thru Advertising Inc., Richmond.
Gruen Watch Co., Cincinnati, 3 weekly *ta*, thru DeGarmo Corp., N. Y.
Best Foods Inc., New York (Nucoa), 7 weekly *sa*, thru Benton & Bowles Inc., N. Y.
General Mills Inc., Minneapolis (Wheaties), 4 baseball, thru Knox Reeves Adv. Inc., Minneapolis.
Hamilton Carhartt Cotton Mills Inc., Atlanta, 6 weekly *sa*, thru E. R. Partridge Co., Atlanta.

WNAC, Boston

Durkee-Mower Inc., Lynn, Mass. (marshmallow fluff), 26 *sp*, thru Harry M. Frost Co., Boston.
Tide Water Oil Co., New York (Tydol), 6 weekly *sp*, thru Lennen & Mitchell Inc., N. Y.
Murine Co., Chicago (eye wash), 26 *sa*, thru Neisser-Meyerhoff Inc., Chicago.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 5 weekly *sp*, thru Benton & Bowles Inc., N. Y.
C. F. Mueller Co., Jersey City (macaroni), 65 *sa*, thru E. W. Hellwig Co., N. Y.

KMOX, St. Louis

Missouri Caverns, St. Louis, (diamond mines), 21 *sa*, direct.
Crowell Publishing Co., Philadelphia (*Woman's Home Companion*), 52 *sp*, direct.
American Packing Co. St. Louis, Mo. (meats), 312 *sp*, direct.
Proctor & Gamble Co., Cincinnati, 5 weekly *sp*, thru Blackett-Sample-Hummert Inc., Chicago.

WEEI, Boston

Boston-Worcester Street Railway, Boston (bus line), 3 weekly *sa*, thru Dickie-Raymond, Boston.
I. J. Fox Inc., Boston (furs), weekly *sp*, 3 weekly *sa*, *ta*, thru Huber & Creeden, Boston.
Scott Furriers, Boston (furs), weekly *t*, thru Continental Adv. Agency, Boston.
Lever Bros. Co., Cambridge (Lifebuoy), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Lever Bros. Co., Cambridge (Spry), 6 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Westinghouse E. & M. Co., E. Pittsburgh (refrigerators), 2 weekly *t*, thru Fuller & Smith & Ross Inc., N. Y.
Associated Pharmacists of Massachusetts Inc., Salem (Chaulmex salve), 3 weekly *sa*, thru C. Brewer Smith Adv. Agency, Boston.

WGN, Chicago

Sawyer Biscuit Co., Chicago (crackers, cookies) 312 *sp*, thru Neisser-Meyerhoff Inc., Chicago.
Grove Laboratories Inc., St. Louis (Bromo-Quinine), 104 *sp*, beginning Sept. 28, thru Stack-Goble Adv. Agency, Chicago.
Chicago-Milwaukee Steamship Line, Chicago, 9 *sp*, thru McJunkin Adv. Agency, Chicago.

KFRC, San Francisco

John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 3 weekly *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
E. R. Squibb & Son, New York (drug products), 2 weekly *t*, thru Geyer, Cornell & Newell Inc., N. Y.

For Politicians—Always at Proper Distance

From Niagara Falls Gazette

WOR, Newark

Sherwin-Williams Co., Newark (paint), 2 weekly *sa*, thru T. J. Maloney Inc., N. Y.
Sears, Roebuck & Co., Newark (retail), 2 weekly *sp*, direct.
S. C. Johnson & Son Inc., Racine (wax), weekly *sp*, thru Needham, Louis & Brorby Inc., Chicago.
Lever Bros Co., Cambridge, 3 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Procter & Gamble Co., Cincinnati (Drene), weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WOL, Washington

Stanback Medicine Co., Salisbury, N. C. (proprietary), 7 weekly *sa*, direct.
Gunther Brewing Co., Baltimore, 5 weekly *sa*, 12 weekly *sp*, thru I. A. Goldman & Co., Baltimore.
Webster-Eisenlohr Inc., New York (Henrietta, Girard cigars), 18 weekly *sa*, thru N. W. Ayer & Son Inc., N. Y.
Wilbert Products Co., New York (No-Rub polish), weekly *sp*, direct.
Gordshell Chemical Co., Baltimore (salve), 2 weekly *sa*, thru Reibetanz & Co. Inc., Baltimore.

WAAB, Boston

Boston, Worcester & York Street Railroad Co., Boston, 3 weekly *sa*, thru Charles W. Hoyt, Boston.
General Household Utilities, Chicago (Grunow radios), 36 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 10 *sa*, thru Benton & Bowles Inc., N. Y.

WSB, Atlanta

Zenith Radio Corp., Chicago (receivers), 6 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Texas Centennial Exposition Committee, Dallas, 52 *sa*, thru Tracy-Locke-Dawson Inc., Dallas.
Best Foods Inc., New York (Nucoa), 6 weekly *sa*, thru Benton & Bowles Inc., N. Y.

WIP, Philadelphia

Best Foods Inc., New York (Nucoa), 6 weekly *sa*, thru Benton & Bowles Inc., N. Y.
Crowell Pub. Co., New York (*Woman's Home Companion*), *sp*, every fourth Tuesday, thru Geyer, Cornell & Newell Inc., N. Y.
George D. Wetherill Co., Philadelphia (paint), daily *sa*, direct.

WMFJ, Daytona Beach, Fla.

Southern Brewing Co., Tampa, 7 weekly *sp*, direct.
Borg-Warner Corp., Milwaukee (Norge refrigerator), 3 daily *sa*, thru Cramer-Krasselt Co., Milwaukee.
Seybold Baking Co., Atlanta (bread), 6 weekly *sa*, thru Freitag Adv. Agency Inc., Atlanta.

KSFO, San Francisco

Currier's Tablets Inc., Los Angeles (proprietary), weekly *t*, thru Hixson-O'Donnell Inc., Los Angeles.
Pacific Steamship Lines, Seattle (transportation), 7 weekly *sa*, thru Howard J. Ryan & Associates Inc., Seattle.

KJBS, San Francisco

Paramount Distributing Co., San Francisco (Celovision permanent wave), weekly *t*, thru Dake Adv. Agency Inc., San Francisco.

KGO, San Francisco

Duff-Norton Mfg. Co., Pittsburgh (Duff-Norton Jacks), 2 weekly *ta*, thru Walker & Downing, Pittsburgh.

KOA, Denver

Cardinet Candy Co., Oakland (candy), weekly t, thru Tomaschke-Elliott Inc., Oakland.

KRE, Berkeley, Cal.

GallenKamp Stores Co., San Francisco (shoes), weekly *sp*, direct.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

HUDSON COAL Co., Scranton, Pa. (cone cleaned anthracite) on Sept. 20 starts *Landt Trio & White* and *Col. Jim Healey* on 11 NBC split stations, Sun., 2-2:30 p. m. Agency: Leighton & Nelson, Schenectady, N. Y.

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Hotel & Crazy Water Fizz) on Sept. 2 starts *Inquiring Reporter* on 11 MBS stations (WOR, WSAI, WGR, CKLW, WFIL, WSM, WCAE, WGAR, WAAB, WRVA, WBAL), Mon., Wed., Fri., 1-1:15 p. m. Agency: Luckey Bowman Inc., N. Y.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Club tobacco, Kentucky Winners cigarettes), on April 19, 1937 starts 144 quarter-hour baseball resumes on 8 Yankee stations, daily except Sunday. Agency: Ruthrauff & Ryan Inc., N. Y.

PET MILK SALES Corp., St. Louis (canned milk) on Oct. 3 starts *Gus Haenschen's Orchestra* on 55 CBS stations, Saturdays, 9:30-10 p. m. Agency: Gardner Adv. Co., St. Louis.

H. J. HEINZ Co., Pittsburgh (canned food) on Sept. 2 starts *The Magazine of the Air*, on 58 CBS stations Mon., Wed., Fri., 11-11:30 p. m., with repeat at 3-3:30 p. m. Agency: Maxon Inc., Detroit.

LUTHERAN LAYMEN'S LEAGUE, St. Louis (religious) on Oct. 4 starts Lutheran Hour on 13 MBS stations (WLW, CKLW, WBAL, WRVA, WGR, WAAB, WEAN, WCAE, WGAR, WICC, WTHT, WJJD, WSM), Sun., 1-1:30 p. m. Agency: Kelly & Stuhlman Inc., St. Louis.

H. FENDRICH Inc., Evansville, Ind. (Charles Denby cigar) on Sept. 27 starts *Smoke Dreams* on 5 MBS stations (WLW, WGN, CKLW, WGAR, WSM), Sun., 1:30-2 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

ALBERS BROS. MILLING Co., Seattle (cereal), on Sept. 29 starts for 13 weeks new program on 5 NBC-KPO Pacific Red stations, Tues., 9:30-10:00 P. M. (PST). Agency: Erwin Wasey & Co., Seattle.

CALIFORNIA RECREATION & CONSERVATION COUNCIL, Los Angeles (political), on Oct. 13 starts 16 programs of political talks on 2 NBC-KPO Pacific Red and 3 NBC-KGO Pacific Blue stations (schedule not arranged). Agency: Ray Davidson Adv. Agency, Los Angeles.

ASSOCIATED OIL Co. of Cal., San Francisco (gas & oil) on Sept. 26 starts for 13 weeks *Associated Football* on NBC-Pacific Red and Blue stations (schedules not arranged). Agency: Lord & Thomas, San Francisco.

GOODYEAR TIRE & RUBBER Co., Akron (tires & tubes) on Sept. 2 starts *Literary Digest Presidential Poll* on 60 NBC-Blue network stations, Mon., Wed., Fri., 7:15-7:30 p. m., repeat 7:45-8 p. m., repeat 11:15-11:30 p. m. Agency: Arthur Kudner Inc., N. Y.

STERLING PRODUCTS Inc., New York (proprietary) on Sept. 28 starts program on three Mutual stations, Mon. thru Fri., 2:30-2:45 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

LUDEN'S Inc., Reading, Pa. (cough drops) on Nov. 10 starts *Jimmie Fidler* on NBC-Red network, Thursdays, 10:30-10:45 p. m. Agency: J. M. Mathes Inc., N. Y.

DEMOCRATIC NATIONAL COMMITTEE, New York on Aug. 28 sponsored Senator Joe Robinson on 48 CBS stations, 10:45-11 p. m., keyed from Little Rock, Ark. thru Loomis & Hall Inc., Miami; on Sept. 14 sponsors Secretary Ickes on 7 CBS stations, 8-8:30 p. m. (MST), thru U. S. Adv. Corp., N. Y.

PENN TOBACCO Co., Wilkes-Barre (Kentucky Club Tobacco, Kentucky Winners Cigarettes), on Oct. 1 starts 165 participations in *Yankee Network News* Service, on 10 Yankee stations, Mon. thru Sat. evenings. Agency: Ruthrauff & Ryan Inc., N. Y.

TIDE WATER OIL SALES Corp., New York (Tydol, Veedol), on Oct. 1 starts 30 programs, Thurs., Fri., Sat., 6:30-6:45 p. m., on 12 Yankee stations; Thurs., *Eddie Casey's Football News*; Fri., *Eddie Casey's Predictions of Big Games*; Sat., *Eddie Casey's Football Resumes & Scores*. Agency: Lennen & Mitchell Inc., N. Y.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), on Sept. 29 starts 56 participations in *Yankee Network News Service* on 10 Yankee stations, Tues., Thurs. evenings. Agency: Henri, Hurst & McDonald Inc., Chicago.

COLGATE-PALMOLIVE-PEET Co., New York (Palmolive Soap), on Aug. 17 started 10 participations in *Yankee Network News Service*, on 11 Yankee stations twice daily for five days. Agency: Benton & Bowles Inc., N. Y.

COLGATE-PALMOLIVE-PEET Co., New York (Palmolive Soap), on Aug. 24, started 15 participations in *Yankee Network News Service*, thrice weekly, on 11 Yankee stations. Agency: Benton & Bowles Inc., N. Y.

DAWSON'S BREWERY Inc., New Bedford, Mass. (Dawson's Ale), on Sept. 28 starts 156 participations in *Yankee Network News Service*, Mon., Wed., Fri., on 11 Yankee stations. Agency: Dowd & Ostreicher, Boston.

WEBSTER CIGAR Co., Philadelphia (Girard Cigars), on Sept. 27 starts 20 participations in *Yankee Network News Service*, Sat., Sun., on 9 Yankee stations. Agency: N. W. Ayer & Son Inc., N. Y.

Renewal Accounts

MENNEN Co., Newark (shaving cream), on Sept. 20 starts *Famous Jury Trials* on 4 Mutual stations, Mon., 10-10:45 p. m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

CAMPBELL SOUP Co., Camden, N. J. (soup) on Sept. 30 renews *Burns & Allen* on 60 CBS stations, Wed. 8-8:30 p. m. Agency: F. Wallis Armstrong Co., Philadelphia.

CAMPBELL SOUP Co., Camden, N. J. (tomato juice) on Oct. 2 renews *Hollywood Hotel* on 76 CBS stations, Fri., 9-10 p. m. Agency: F. Wallis Armstrong Co., Philadelphia.

DURKEE FAMOUS FOODS Inc., Berkeley, Cal. (mayonnaise) on Sept. 1 renews for 13 weeks *Good Morning Neighbor* on 12 CBS-Don Lee network stations, Tues., Fri., 10:15-10:30 a. m. (PST). Agency: Botsford, Constantine & Gardner Inc., San Francisco.

STANDARD OIL Co. of Cal., San Francisco (gas & oil), on Oct. 1 renews for 52 weeks *Standard Symphony Hour* on 5 NBC-KPO Pacific Red stations, Thurs., 8:15-9:15 p. m. (PST). Agency: McCann-Erickson Inc., San Francisco.

STANDARD OIL Co. of Cal., San Francisco (gas & oil), on Oct. 15 renews for 27 weeks *Standard School Broadcast* on 6 NBC-KPO Pacific Red stations; switches to 6 NBC-KGO Pacific Blue stations, April 29, 1937; Thurs., 11-11:45 a. m. (PST). Agency, McCann-Erickson Inc., San Francisco.

HORLICK MALTED MILK Corp., Racine, Wis. (malted milk), on Aug. 31 renewed for 52 weeks *Lum & Abner* on 13 NBC-Blue stations, Mondays through Fridays, 7:30-7:45 p. m. with repeat, except Thursdays, 11:15 p. m. Agency: Lord & Thomas, Chicago.

NOR CAN YOU "BULLSEYE" SALES IN WESTERN MONTANA *with out*

KGIR

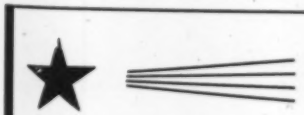
BUTTE · MONTANA

Representatives

JOSEPH McGILLVRA NEW YORK · CHICAGO • WALTER BIDDICK CO. PACIFIC COAST

A SUCCESSFUL PROGRESSIVE INDEPENDENT REGIONAL STATION located in a major market wants the services of a radio salesman with an established record of success . . . one who has been and is now a producer. A man who can and will establish a selling record with us that can lead to his later appointment as Sales Manager. Do not reply unless your present sales record will stand investigation. An agreeable financial arrangement can be concluded with the right party. Your reply will be held in confidence. Our organization knows of this advertisement.

Address Box 542,
c/o BROADCASTING



STAR SCRIPTS!

OUR first program went on the air June 29. Twenty-two local and regional stations now are profitably broadcasting them.

The fact that this number of stations has seen the value of Star Programs proves the soundness of our service and the ideas behind it.

Daily rates are low

Scripts for one-man live production

"Star Chains" will put you on the map!

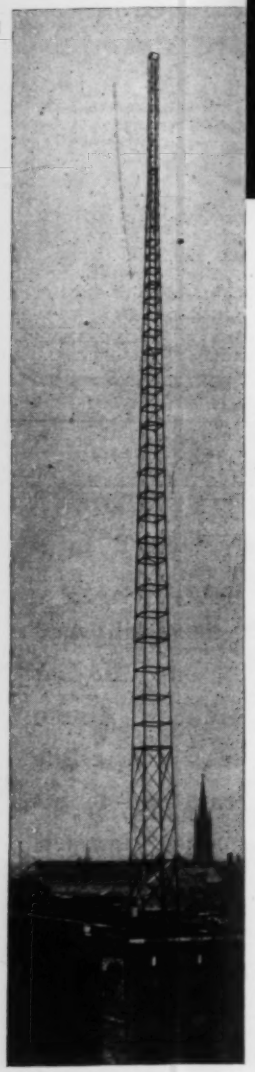
"Hitch Your Station to a Star"

STAR RADIO PROGRAMS

250 PARK AVENUE NEW YORK CITY

One More—One More—One More—One
More—One More—One More—One
One More—One More—One More—
More—One More—One More—One
One More—One More—One More—
More—One More—One More—One
One More—One More—One More—

BLAW-KNOX
VERTICAL
RADIATOR



"Repetition is reputation"

The ever growing list of Blaw-Knox Vertical Radiator Installations represented by hundreds of Broadcasting Stations throughout the world suggests a preference for Blaw-Knox engineering and construction.

The illustration at the left shows the 179 ft. Vertical Radiator furnished by Blaw-Knox for

STATION WBNY
Buffalo, New York

If you plan improvements in your antennae it will pay you to consult.

One More—
More—One
One More—

BLAW-KNOX
COMPANY
2038 FARMERS BANK BUILDING
PITTSBURGH · PENNSYLVANIA

Department Stores, Utilities and Banks

(*Continued from page 14*)

water heater! Buy an electric ironer! Electricity is a cheap servant!

Let the utility sell *their company*, not just anybody's electricity because they have a monopoly. Sooner or later that monopoly is going to dwindle in the face of ambitious politicians. Get them thinking, because when they think about what you say, you're the baby they are going to think about in connection with their thinking. Every company of this type has felt the lash of radio's widespread influence. They've heard fellows like Father Coughlin and they'd like to do something about it. The best thing to use, is the weapon that has hurt most—the radio.

Electric companies use a lot of newspaper space advertising appliances, in their load-building job. The average electric company would like to get out of the appliance business. I don't think many of them make money on those departments. They stay in it in most cases just to keep local appliance dealer on his toes. They try to adopt the position that they are not in competition even to the point of including in their ads the phrase "these can be obtained at the Blah-Blah Electric Co. or your local dealer".

Yet they continue to throw appliance ads in the paper. I for one don't think these ads represent a good advertising investment. The reason for them? Well, draw your own conclusions. Spend some time with your local electric company. Discuss their problems with them. They have many, I assure you. After you get the picture, work out some idea for selling the company, not the electricity, but the company, and then go in and tell them why. You'll find your time well spent, because if they go, they're consistent.

BANKS

BANKERS are funny fellows to sell. You can be resigned to this fact that whatever you submit they are going to look for the things that can do harm in the proposition before they consider how much good it can do. That's the average banker's mind. Looking for the reaction rather than the action.

Where is he going to shoot? Don't let him get too dignified. The very classical type of program is going to appeal to the type of person who is well past the age of forming their banking habits. They have a bank that they have dealt with for years, or they just couldn't change. The younger person should be their target. Just getting married; just going into business; just got a job with a little to save; just about to furnish a home and needing a little money. These people are the bank's customers of tomorrow. Sell them on the perpetuation of their institution. Watch for appropriate times, in the spring, and sell them the idea of advertising small loans for house renovation. Small loans represent a fairly good investment for a bank, and the majority of banks today are more anxious to lend money than solicit deposits.

Every bank likes to think it is part of the life of the city in which it does business. If you can figure out a good community service type of program (always watch for the reaction first, however) you've got a head start. We found a program of the following type clicked immediately. We went into the bank and asked them the following question: "What are you going to do about the young folks graduating from Binghamton High School?"

This led to conversation, and the apparent spontaneous birth of an idea. Why not a program, say 15 minutes, three times a week, devoting about three minutes each to youngsters who would go on the air and state their qualifications, what they would like to do, and why they would like to do it. Tie each program off with a few minutes conversation by the personnel official of a local institution giving his views on what he expects from a youngster who approaches him. Swell idea. It might get quite a few jobs for quite a few of our future city pillars, and it's a good chance that part of the first envelope will go into a savings or special interest account in the bank.

When banks do something, they like to do the best possible job. If they use a program, they want the best program on the air, regardless of the network. Make up your mind that any music you've got isn't as good as they can hear on the big time. Make up your mind that any program you can put together isn't going to have the same care, production and talent that you can hear on the chains. But . . . you can't get your neighbor's boys a chance over CBS, you can't talk about a local program over NBC, the bank cannot perform any service to its community through Mutual. So, make it a local service idea.

MILLS ARTISTS Inc., artist managers who recently reorganized their radio department under Irving Mills, president, announces its first placement of talent as the signing of Milton Berle, comedian, for the Gillette *Community Sing* program starting on CBS Sept. 6.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting $50.00
Hollister Crystal Co.
WICHITA, KANSAS

Cut yourself a Slice of America's Richest Empire

Texas is a wealthy empire and East Texas is a delicious hunk of that cake. You can enjoy a part of its wealth by telling your story to this commonwealth through KFRO. Send for our "Story". It's interesting!

KFRO
VOICE OF LONGVIEW, TEX.

AGENCIES AND REPRESENTATIVES

DON STILL, former manager of Campbell-Ewald Co., Los Angeles office, has been placed in charge of the newly-created public relations department of General Motors Corp., in Financial Center Bldg., San Francisco. Activities of his office embrace all the principal cities of the Pacific Coast area. Steven Arnett, who managed the Portland office of Campbell-Ewald Co., has been transferred to Los Angeles to take the post vacated by Still. R. W. Byrne, publicity director for the agency in Los Angeles, has been transferred to Portland as manager of that office.

WALTER A. WADE, of Wade Adv. Agency, Chicago, sailed on the *S. S. Washington* for London, Aug. 26. He will meet and confer with advertising executives and distributors in England and other European countries preparatory to starting sales and advertising campaigns abroad for Alka-Seltzer, including the use of radio. Mr. Wade will return on the *S. S. Berengaria* in late September.

S. S. MILLIKEN, formerly with the research department of Erwin, Wasey & Co., New York, has been named station relations man under Louis R. Amis, radio director. Innes Harris, the agency's director of publicity, has added the duties of production manager to his publicity work.

ELLA LEHR, known for several years as Ann Welcome, home economist of the *San Francisco Call-Bulletin*, and heard daily over NBC-KPO in that capacity, has joined Botsford, Constantine & Gardner Inc., that city, as copy writer and director of home economics.

AUSTIN PETERSON, writer-producer at KFRC, San Francisco, for more than two years, resigned Aug. 15 to join the radio production staff of Young & Rubicam Inc., Los Angeles. He will assist in producing the Fred Astaire show which Packard Motor Co. will sponsor on the NBC Red network starting Sept. 8.

EVERARD MEADE, assistant radio publicity director of Young & Rubicam Inc., New York, left Aug. 28 for Hollywood to handle publicity for the Fred Astaire-Packard program which starts Sept. 8 on NBC-Red.

HAROLD W. WADDELL has been named radio director of Stanley Kaye Adv. Agency, Cleveland.

ROLAND MARTINI, of Gardner Adv. Agency, St. Louis, arrived in Hollywood in late August to make arrangements to change the Marion Talley program on NBC for Ralston-Purina (Ry-Krisp) from a quarter-hour on Fridays nights to a half-hour on Sundays, 5:00-5:30 p. m. (EDST) effective Sept. 6.

SELLERS SERVICE Inc., Chicago agency, has changed its name to Baggaley, Horton & Hoyt Inc., with personnel remaining the same.

MARK BUCKLEY, formerly in the advertising department of Standard Oil Co., San Francisco, has joined Lord & Thomas, that city, as account executive.

HERBERT S. RICHLAND, formerly manager of H. W. Kastor & Sons Adv. Co. Inc., New York office, has joined Peck Adv. Agency Inc., New York, as vice president.

HARRY W. CRULL, director of a number of national radio programs and once active in the theatrical circles, has joined Peck Adv. Agency, New York.

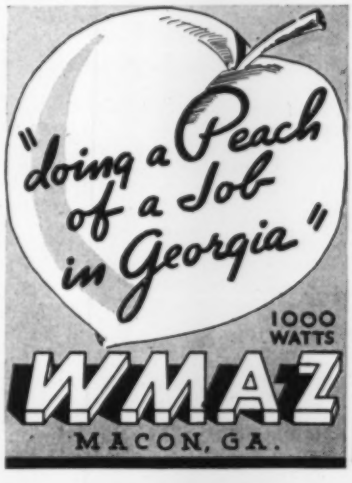
2192 paid 25c each to see
WJBY BARN DANCE
Sat. August 8
Positive Proof of Local Popularity
WJBY, Gadsden, Ala.

BIG JOB FOR "TINY"—For the last 12 years identified with radio, and recently head of his own production agency, Arthur W. (Tiny) Stowe on Aug. 15 became director of the radio department of Hays MacFarland & Co., Chicago agency. He started in radio as program director and announcer of KRLD, Dallas; went to the old Southwest Broadcasting System as general program director; to KSTP, St. Paul, as continuity chief; to WSM, Nashville, as production manager, and to WLS, Chicago, as assistant program director. He has created and directed such successes as *Gold Medal Minstrels, Broadway Cinderella* and *Aladdin Hayloft Dramas.*

WALTER HOLDEN, with Hays MacFarland & Co., Chicago agency, and later with Hanff-Metzger, Chicago, and the sales force of WJJD, Chicago, has joined Craig & Hollingberry, Chicago, station representatives.

EXPORT BROADCASTING SERVICE, 285 Madison Ave., New York, representing foreign radio stations in the American field and headed by A. Alexander and F. A. Weitzel, has contracted to represent HP5K, *La Voz de la Victor*, at Colon, Panama.

A SECOND applicant for a new station in Pittsfield, Mass., seeking 250 watts daytime on 930 kc., is Lawrence K. Miller, publisher of the *Berkshire Eagle*. Previously Harold Thomas, operator of WATR, Waterbury, had applied for a full time local there on 1310 kc.



Abe Lyman Starts Action Against WGES, Chicago, For Use of Recordings

ABE LYMAN, orchestra leader, in conjunction with the National Association of Performing Artists, filed suit the week of Aug. 17 in Chicago Supreme Court against WGES, Chicago, to restrain the station from broadcasting Abe Lyman recordings. The plaintiff alleges the station has used his recordings without his permission.

That NAPA intends to file test cases in various parts of the country is evident. It is understood that suits will be started against a number of stations on the West Coast in the near future. NAPA is attempting to establish a court precedent that recording artists have a property right in their recordings and that no station may broadcast them without permission of the artist. It is expected that if this contention is upheld by the courts NAPA will charge a fee for the rights to recordings made by member artists.

Two cases before the New York Supreme Court have been postponed to later dates. WNEW's case was to be heard Aug. 29, and the WHN injunction proceedings to be heard Sept. 2. Maurice Speiser and A. Walter Socolow, Mr. Speiser's associate, are counsel for NAPA.

ENTERING their eighth year under the sponsorship of Pepsodent, *Amos 'n' Andy* were the subjects of speeches of tribute by Lenox R. Lohr, NBC president and Walter Huston, the actor, during their Aug. 19 anniversary program.

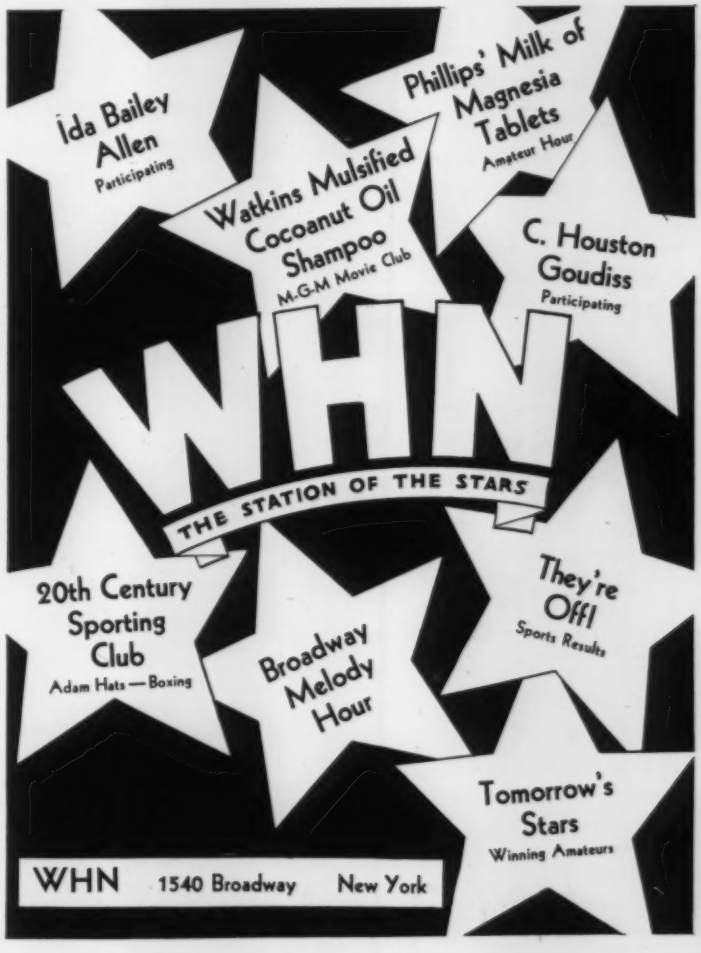
Artists Seek to Restrain KFWB's Use of Records

IN THE FIRST attempt in the West to halt legally the playing of phonograph recordings by stations, the American Society of Recording Artist filed suit in Hollywood Aug. 20 to restrain KFWB from using the recordings of its members. Also joined was the Smiling Frankie Gordon Clothing Co., KFWB advertiser sponsoring a recorded series.

The Society, unlike the National Association of Performing Artists, which has filed several suits in the East, seeks to license stations for performance of records of its members in a manner comparable to that of the music copyright groups. The injunction papers were signed by Al Jolson, as president of ASRA, who, incidentally, is under contract for motion pictures to Warner Bros., which owns KFWB. The action was filed by Leonard Meyberg, Hollywood attorney of law firm of Hazard & Reina. No damages were asked.

Pabst Baseball on WMCA

PREMIER-PABST SALES Corp., Chicago (Pabst Blue Ribbon beer) on Aug. 24 took over sponsorship of *Today's Baseball* resumes on WMCA, New York, previously sponsored by Rival Shoes. Pabst sponsors the program Monday, Wednesday, Friday, 7-7:15 p. m., until the end of the World Series, with Wynn Cooper dramatizing home games. If no games are scheduled for either of these teams an important out-of-town game is reenacted. Account placed by Morris-Schenker Roth Inc., Chicago.



Transamerican Appoints Jaeger Vice President to Direct Chicago Office

Mr. Jaeger

ELECTION of C. P. Jaeger as vice president of Transamerican & Television Corp., in charge of the Chicago office, was announced Aug. 28 by John L. Clark, president of the company. Simultaneously, Mr. Clark announced that Frederic Stead, former member of the New York sales staff of NBC, has joined the New York offices.

Mr. Stead

Mr. Jaeger was a partner in the station representation firm of Reiter & Jaeger, of Chicago, which firm was absorbed by Transamerican in July. He entered the radio field in 1935, after having been with the *Chicago Tribune*, Archer King Inc., Mack & Klaner Inc. and the Webb Publishing Co. zMr. Stead entered radio three years ago after 14 years in the bond business in New York and Cincinnati. In radio he has handled numerous national accounts, both network and spot. With Transamerican he will be contact man with advertising agencies.

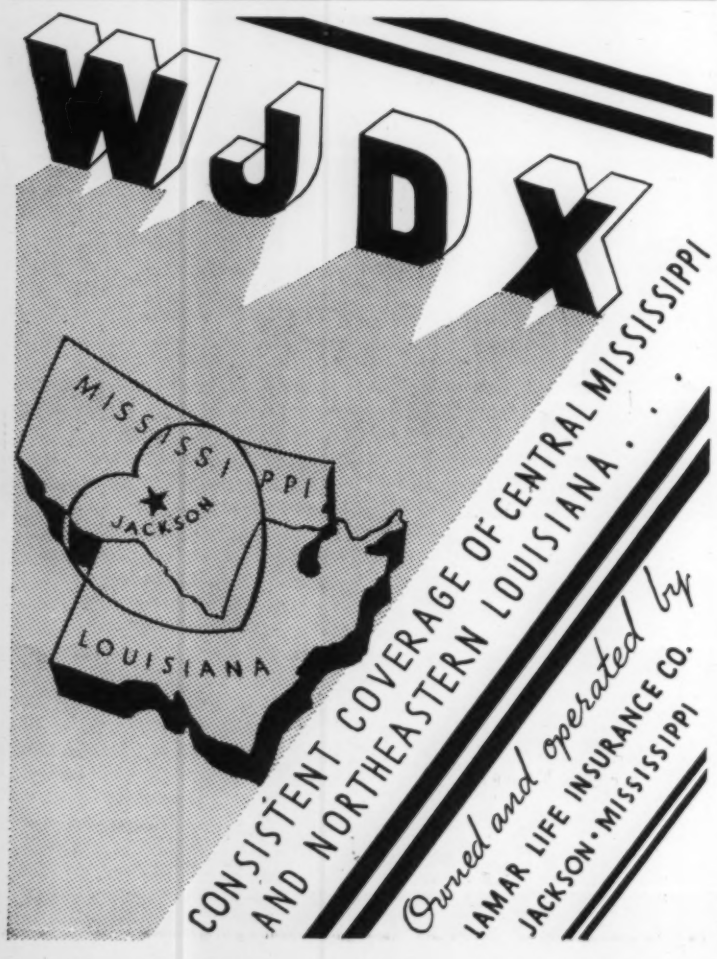
FINANCE SESSION
To Be Held in Auditorium of WSM on Sept. 14

TO SELL financial advertisers radio advertising in a radio atmosphere, WSM, Nashville, will play both landlord and entertainer to the Financial Advertisers Association during its 21st annual convention in Nashville Sept. 14-17. WSM's air-conditioned auditorium studio will be used for the meetings, having a seating capacity of 500.

A production show for the convention will be staged and broadcast for the delegates, under the direction of Ed. M. Kirby, sales promotion manager of the National Life & Accident Insurance Co., owners of the station. The program will be designed to sell the financial advertising men on the value of radio as a medium serving their own peculiar needs.

New ABC Rate Card

AFFILIATED Broadcasting Co., the midwest network headed by Samuel Insull, last month issued a new rate card, which includes the addition of WROK, Rockford, Ill., and WGRC, New Albany, Ind., as regular ABC outlets. WJJD, Chicago, is shown as an optional outlet, and WDGY, Minneapolis, is deleted from the list of ABC affiliates. The change from daytime to evening rates, formerly set at 5:30 p. m. (CST) has been moved forward a half-hour to 6 p. m. (CST).



WFBM CEREMONY—Taking part in the tribute to Ken Ellington, WFBM news commentator (center), were Myron Green, of the local C. of C. (left) and Barry Faris, head of International News Service.

NEWSCAST TRIBUTE
Indianapolis Press Takes Part In WFBM Ceremony

TYPICAL of the growing importance of news by radio was the tribute paid to WFBM, Indianapolis, and to Ken Ellington, the station's news commentator. On Aug. 15 Mr. Ellington celebrated his 2000th appearance as news commentator for the station.

But not until the station began to prepare for some sort of suitable celebration did they learn just how essential to their program schedule were their news broadcasts. There are three newspapers in Indianapolis; a morning daily, the *Star*, and two evening papers, the *News* and the *Times*. On the day of the 2000th broadcast each paper sent a representative to WFBM to take part in the celebration and each of the three daytime programs was dedicated to one of the papers. From the *Star* came B. F. Lawrence, general manager. The *News* sent Stephen C. Noland, its editor-in-chief. The *Times* was represented by John W. Thompson, amusements and radio editor.

Then, on his major broadcast at 10 that night, Mr. Ellington welcomed as his guests Myron Green, commissioner for the Indianapolis Chamber of Commerce, and Barry Faris, head of the International News Service, who had flown from New York to take part.

WFBM received tributes from all for its presentation of world news. For its part, the station devoted a part of each news period on this day to the history and achievements of each paper represented and to the International News Service, of which it is a subscriber.

Mail Order Series

NATIONAL BELLAS HESS, Kansas City (mail order clothing) has started a 26-week campaign on 20 midwestern and southwestern stations using programs varying from one to 15 minutes, two to six times weekly. Programs are linked for the most part with current news. Ruthrauff & Ryan Inc., Chicago, has the account.

NBC has signed Tommy Mills, former Rockne aide at Notre Dame, as football commentator, starting his duties with Announcers Hal Totten and Bill Stern covering the All Stars-Detroit Lions pro game Sept. 1.

Woolley Is Named As WWJ Manager

Mr. Woolley

EFFECTIVE on the eve of the formal inauguration of its new million dollar studio and transmitter plant Sept. 16, WWJ, Detroit, will be managed by Easton C. Woolley, now with the NBC station relations department in New York. Mr. Woolley's appointment was announced by the *Detroit News*, operator of the station, Aug. 27 simultaneously with disclosures in New York that several changes were being made in the NBC staff.

Mr. Woolley will bear the title of station manager under William J. Scripps, now acting manager, and son of the president of the newspaper company. Mr. Scripps will have beneral supervision over the newspapers' broadcasting and shortwave activities, bearing the title of director of radio. No other staff changes at WWJ are immediately contemplated, Harry Bannister continuing as commercial director, but the expanded plant may lead to increased personnel later.

NBC Promotes Wailes

Mr. Wailes

IN NEW YORK it was announced that Lee B. Wailes, assistant to Hugh M. Beville Jr., NBC chief statistician, on Sept. 8 will be promoted to assistant to William S. Hedges, general manager of NBC's owned and operated stations. John H. Norton Jr., Mr. Hedge's present assistant, is shifted to the station relations staff under Reginald M. Brophy. Other additions to the station relations staff may be made in view of Mr. Woolley's resignation and the vanacy created several months ago when Edward Zimmerman left that staff to join the Barton interests in Arkansas.

Barry E. Rumple, head of the NBC Chicago statistical department, will be transferred from New York Sept. 15 to become assistant to Mr. Beville, succeeding Mr. Wailes. Carl Doty, of the New York statistical staff, will be transferred to Chicago to take Mr. Rumple's place.

Mr. Woolley, a native of Los Angeles, is a graduate of the University of Utah and a postgraduate of Columbia and New York Universities. He has been with NBC since 1931, having lived abroad for four years after finishing his college work in 1925. Mr. Wailes, a graduate of Northwestern University, joined NBC in 1931 after being in a banking house in New York.

WATL Partners Separate

DISSOLUTION of the partnership of S. A. Cisler and J. W. Woodruff in the ownership of WATL, Atlanta 100-watter, was disclosed when the Atlanta Broadcasting Co. applied to the FCC for authority for voluntary assignment of Mr. Cisler's stock to Mr. Woodruff at an unrevealed figure. Mr. Woodruff also owns WGPC, Albany, Ga., and is 50% owner of WRBL, Columbus, Ga.

KGBX

SPRINGFIELD, MO.

Joins The

National Broadcasting Co.

Network

SEPTEMBER 1

★

As a member of the NBC Southwestern Group, KGBX, located in one of Missouri's chief markets, will deliver your NBC Network program to a large, established, able-to-buy, audience. During daytime hours, KWTO, 5,000 watt sister station, can be used in lieu of, or jointly with, KGBX by NBC Network advertisers.

KGBX-KWTO affiliated with the "Missouri Triangle" which includes KCMO, Kansas City, Missouri, and WTMV, East St. Louis.

KGBX 500 Watts 1230 Kc.

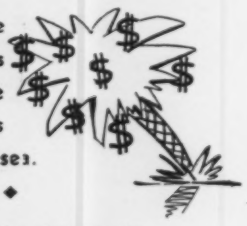
KWTO 5000 Watts 560 Kc.

LESTER E. COX, *Executive Manager* • RALPH FOSTER, *General Manager* • ARTHUR JOHNSON, *Business Manager*

Auto Radio Ban Opposed

AN ORDINANCE introduced in Milwaukee city council to prohibit auto radios brought opposition from Milwaukee dealers and the Radio Manufacturers Association, resulting in postponement until October. If revived or reintroduced it will meet further opposition. The ordinance would make operation (not installation) of radio sets in cars a misdemeanor, with fine of $1 to $25, and also would forbid PA systems on vehicles. The ordinance was backed by the Milwaukee police department.

Covers the Islands like the waters cover the sea.



KHBC
HILO, HAWAII

KGMB
HONOLULU , HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

Good Night

AN INTERNATIONAL sign-off in six languages has been devised for KFI, Los Angeles, by Harrison Holliway, manager. Because the station receives so much mail from foreign countries — especially Europe and Japan, but even as far away as South Africa — Holliway decided to internationalize the midnight signoff. Accordingly Chief Announcer Tom Hanlon and staff are busily engaged in learning how to say "good night" in French, German, Italian, Spanish, Russian and Japanese.

RMA at FCC Hearing

TO MAKE recommendations for the prevention of interference and the establishment of practicable standards of receiver selectivity and fidelity, the Radio Manufacturers Association will be represented at the Oct. 5 reallocation hearings before the FCC in Washington. The RMA engineering division arranged a meeting in New York recently to prepare for the hearings under the chairmanship of Dr. W. R. G. Baker, chairman.

APPLICATION for a new 1,000-watt daytime station in Providence, R. I., on 720 kc., the clear channel occupied by WGN, Chicago, was filed Aug. 21 by Bay State Broadcasting Corp., headed by John Shepard 3d.

NBC FALL PREMIERES

(*Continued from page 7*)

Sept. 6

F. W. Fitch Co., Des Moines (shampoo), renews *Sunset Dreams*, Sun., 7:45-8 p. m., repeat at 11 p. m. (Red). Agency: L. W. Ramsey Co., Davenport, Ia.

Andrew Jergens Co., Cincinnati (lotion), *Walter Winchell*, Sun., 9-9:15 p. m. (Blue). Agency: Lennen & Mitchell Inc., N. Y.

Ralston-Purina Co., St. Louis (Ry-Krisp), changes *Ry-Krisp Presents Marion Talley* from Fri., 10 p. m. to Sun., 5-5:30 p. m. (Red); on Oct. 4 renews program. Agency: Gardner Adv. Co., St. Louis.

Sept. 8

Packard Motor Car Co., Detroit (autos) starts *Fred Astaire, Johnny Green Orchestra*, Tues., 9:30-10 p. m. (Red). Agency: Young & Rubicam Inc., N. Y.

Sept. 13

General Motors Corp., Detroit (institutional), *General Motors Concerts*, Sun., 10-11 p. m. (Red). Agency: Campbell-Ewald Co. of New York, N. Y.

American Radiator Co., New York, renews *Fireside Recitals*, 7:30-7:45 p. m. (Red). Agency: Blaker Adv. Agency, N. Y.

Sept. 14

Sterling Products Inc., New York (Dr. Lyons toothpowder), *How to Be Charming*, Mon., Wed., Fri., 11:30-11:45 a. m. (Red). Agency: Blackett-Sample-Hummert Inc., N. Y.

American Home Products Co., New York, probably *Mrs. Wiggs of the Cabbage Patch* for Anacin, Mon. thru Fri., 10-10:15 a. m.; 10:15-10:30 a. m. for Outdoor Girl and/or Kissproof; 10:30-10:45 a. m. for Kolynos toothpaste; repeat 1:15-2 p. m. (Red). Agency: Blackett-Sample-Hummert Inc., N. Y.

International Cellucotton Products Co., Chicago (Kleenex), *Story of Mary Marlin*, Mon. thru Fri., 12:15-12:30 p. m. (Red). Agency: Lord & Thomas, Chicago.

Sept. 15

General Shoe Corp., Nashville (Jarman shoes), *dance orchestras*, Tues., 10:30-11 p. m. (Blue). Agency: C. P. Clark Inc., Nashville.

Sept. 19

G. Washington Coffee Refining Co., Morris Plains, N. J., *Prof. Quiz*, 7:30-8 p. m. (mixed Red and Blue). Agency: Cecil, Warwick & Cecil Inc., N. Y.

Sept. 20

Standard Brands Inc., (Chase & Sanborn coffee), *new feature*, Sun., 8-9 p. m. (Red). Agency: J. Walter Thompson Co., N. Y.

Hudson Coal Co., Scranton, Pa., *music, commentator*, Sun., 2-2:30 p. m. (split network). Agency: Leighton & Nelson, Schenectady, N. Y.

Sept. 27

International Silver Co., Meridan, Conn., *musical series*, Sun., 4:30-5 p. m. (Red). Agency: N. W. Ayer & Son Inc., N. Y.

Sept. 28

General Foods Corp., New York (Sanka coffee), *Helen Hayes*, Mon., 8-8:30 p. m. (Blue). Agency: Young & Rubicam Inc., N. Y.

Sept. 29

General Foods Corp., New York (Log Cabin syrup), *Log Cabin Bar Z Ranch*, Tues., 8-8:30 p. m. (Blue). Agency: Benton & Bowles Inc., N. Y.

Oct. 2

National Biscuit Co., New York, *unannounced program*, Fridays, 9:30-10 p. m. (Blue). Agency: McCann-Erickson Inc., N. Y.

Pacific Coast Borax Co., New York (20 Mule Team Borax), renews *Death Valley Days*, switches Thurs. to Fri., 8:30-9 p. m. (Blue). Agency: McCann-Erickson Inc.

Oct. 4

Campana Sales Corp., Batavia, Ill. (Dreskin), *Grand Hotel*, Sun., 3:30-4 p. m. (Red). Agency: Aubrey, Moore & Wallace Inc., Chicago.

General Foods Corp., New York (Minute Tapioca), *unannounced program*, Sun., 5:30-6 p. m., (Blue). Agency: Young & Rubicam Inc., N. Y.

Standard Brands Inc., New York (Fleischmann's Yeast for Bread), *Believe-It-Or-Not Ripley*, Sun., 7:30-8 p. m. (Blue). Agency: J. Walter Thompson Co.

Real Silk Hosiery Mills Inc., Indianapolis, *unannounced program*, Sundays, 9-9:30, p. m. (Blue). Agency: Leo J. Burnett Co.

Oct. 5

Wasey Products Inc., New York (Barbasol), *Singin' Sam*, Mon., 10-10:15 p. m. (Blue). Agency: Erwin, Wasey & Co. Inc., N. Y.

William R. Warner & Co., New York (Sloan's liniment), *20,000 Years in Sing Sing*, Mon., 9:30-10 p. m. (Blue). Agency: Cecil, Warwick & Cecil Inc., N. Y.

Oct. 6

Modern Food Process Co., Philadelphia (Thrivo dog food), *unannounced program*, Tues., 4:30-4:45 p. m. (Blue). Agency: Clements Co., Philadelphia.

Oct. 7

Bristol-Myers Co., New York (Ipana, Sal Hepatica), *Fred Allen in Town Hall Tonight*, Wed., 9-10 p. m. (Red). Agency: Young & Rubicam Inc., N. Y.

Oct. 17

Sealtest Laboratories Inc., New York (National Dairy subsidiary), *variety hour*, Sat., 8-9 p. m. (Red). Agency: N. W. Ayer & Son Inc., N. Y. (agency of record).

General Foods Corp., New York (Jello), early in October returns *Jack Benny*, Sun., 7-7:30 p. m. (Red). Agency: Young & Rubicam Inc., N. Y.

Firestone Tire & Rubber Co., Akron, early in November returns *Richard Crooks and Margaret Speaks in Firestone Concerts*, Mon., 8:30-9 p. m. (Red). Agency: Sweeney & James Co., Cleveland.

Nov. 10

Luden's Inc., Reading, Pa. (cough drops), *Jimmy Fidler*, Thurs., 10:30-10:45 a. m. (Red). Agency: J. M. Mathes Inc., N. Y.

CBS FALL PREMIERES

(*Continued from page 7*)

Sept. 20

Texas Co., New York (petroleum products), *Eddie Cantor*, Sundays, 8:30-9 p. m., repeat at 11 p. m. Agency: Hanff-Metzger Inc., N. Y.

Ford Motor Co., Detroit (motor cars), *Ford Sunday Evening Hour*, Sun., 9-10 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

Vick Chemical Co., New York (Vick's nose drops, etc.), *Nelson Eddy, Josef Pasternack's orchestra*, Sun., 8-8:30 p. m. Agency: Morse International Inc., N. Y.

Sept. 28

Cudahy Packing Co., Chicago (Old Dutch cleanser), *Bachelor's Children*, Mon., through Fri., 9:45-10 a. m. Agency: Roche, Williams & Cunnyngham Inc.

Sept. 29

Knox Gelatine Co., Johnstown, N. Y. (dessert), *Sisters of the Skillet*, Tues., Thurs., 11:15-11:30 a. m. Agency: Federal Adv. Agency, N. Y.

Oct. 3

Elgin National Watch Co., Chicago (watches), *Kay Kyser's Orchestra, sports commentator*, Sat. 8:30-9 p. m. Agency: J. Walter Thompson Co., Chicago.

Nash Motor Co., Kenosha, Wis. (motor cars), *Floyd Gibbons, Vincent Lopez's Orchestra, guests*, Sat., 9-9:30 p. m. Agency: J. Walter Thompson Co., Chicago.

Pet Milk Sales Corp., St. Louis (canned milk), *Gus Haenschen's orchestra*, Sat., 9:30-10 p. m. Agency: Gardner Adv. Agency Inc., St. Louis.

Oct. 4

R. B. Davis Co., Hoboken, N. J. (Cocomalt), *Joe Penner*, Sun., 6-6:30 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

Beneficial Management Co., New York (personal loans), *musical program*, Sun., 5-5:30 p. m. Agency: Albert Frank-Guenther Law Inc., N. Y.

Oct. 5

Lehn & Fink Inc., New York (Lysol), *Dr. Allan Roy Dafoe*, Mon., Wed., Fri., 11:45-12 noon. Agency: Lennen & Mitchell Inc., N. Y.

Lehn & Fink Inc., New York (Pebeco toothpaste), *Between the Bookends*, Mon., thru Fri., 12-12:15 noon. Agency: Lennen & Mitchell Inc., N. Y.

Lehn & Fink Inc., New York (Hinds Honey & Almond Cream), *The Gumps*, Mon., thru Fri., 12:15-12:30 p. m. Agency: William Esty & Co., N. Y.

Oct. 17

Carborundum Co., Niagara Falls, N. Y. (abrasives), *The Carborundum Band*, Sat., 7:30-8 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

Oct. 18

Chevrolet Motor Co., Detroit (motor cars), *Rubinoff and His Violin and others*, Sun., 6:30-7 p. m. Agency: Campbell-Ewald Co., Inc., Detroit.

WOW
OMAHA
"Covers the Nation's Bread Basket"
590 Kilo 5000 Watts
John Gillin Jr., Mgr.
John Blair Co., Representatives
New York, Chicago, Detroit, San Francisco

ALWAYS AHEAD OF THE PARADE!

★ Photo shows Dr. Earl H. Bell, Director of the Nebraska University of Archeological Survey, explaining to Foster May, Special Events Director of WOW, the findings of the survey at Lynch, Nebraska.

This interview of radio man with scientist originated over WOW at 5:00 P. M., Eastern Daylight Saving Time, Friday, July 24th, for the red network of National Broadcasting Co.

ON THE N.B.C. RED NETWORK

Visible Sidewalk Studios Feature
WNOX
New Five Story Headquarters
★ ★ ★
WNOX
KNOXVILLE, TENNESSEE

Facsimile in the Broadcast Band

(*Continued from page 8*)

the original regulations. However, this provision may be inserted in certain licenses. Where it does not appear, it will mean that notice and hearing must be given before changes, thus protecting investments made by stations and experimenters.

The two additional frequency groups for relay broadcast stations were provided because it developed that the higher frequencies are in greatest demand. Records show that 127 of the licensed relay broadcast stations are on the higher bands as against only 55 on the lower. The new groups are 31,100, 34,600, 37,600, 40,600 and 38,900, 39,100, 39,300, 39,500.

Apropos of international broadcast stations, or stations licensed for transmission of broadcast programs for international public reception, the FCC also heeded the plea of the stations engaged in these services with respect to dual announcement of call letters. Whereas the original rule prescribed that each call was to be announced separately, and that the experimental call was not to be announced over the regular broadcast station which might be operated in conjunction with the international station, and vice versa, the revised rule prescribes that the call of the regular station can go out on the international frequency. The experimental call, however, cannot be used in combination with the regular call on the broadcast channel. In such fashion it is felt that it will be possible for the FCC to check any interference which may be caused and assign it to one station or the other.

In allotting the 2000-2100 kc. band for experimental television, the FCC revised its original plan in which it had proposed to restrict all television to high-definition transmission on the ultra-highs. Purdue University made the strongest plea for retention of low-definition transmission on the ground that only on these channels could rural coverage be possible. The FCC adopted this language in assigning the band for television:

"A licensee of a television station for Group A (2000-2100) shall carry forward a comprehensive program of experimentation to determine the secondary or rural coverage of the station, and shall suitably locate receiving equipment and other apparatus, and shall make the necessary measurements to determine the quality and characteristics of the secondary or skywave service area. Television transmission only will be authorized in this band, and each license will authorize the entire band. No aural broadcast will be authorized therein."

National Television Inc., of New York, claiming a method of narrow-band television transmission, also was authorized to conduct certain experiments in this band, but now has petitioned the FCC for a regular license in it.

In the experimental broadcast field, the regulations were liberalized insofar as the provisions for procurement of licenses are concerned. The original provision was that the applicant have a program of research and development which could *not* be successfully carried on by any of the other classes of stations, while the new one adds the language "or is distinctive from those classes."

Special broadcast stations, or those operating in the range 1500 to 1600 kc., are described as a subdivision of regular stations, subject to the same rules except for additional requirements on technical research. In other words, they are regarded as a class of stations in the same fashion as regionals, clears or locals.

The most important clarifications of language relate to provisions governing commercial announcements of experimental stations, but which specify that no monetary return may be received therefrom. One of these revised provisions, typical of all others in language, structure and policy enunciated, reads:

(a) A licensee of a television broadcast station shall not make any charge, directly or indirectly, for the transmission of either aural or visual programs.

(b) In the case of experimental televising of the production of a commercial broadcast program, all commercial announcements not a part of the entertainment continuity shall be eliminated from the television broadcast except the mere statement of the name of the sponsor or product or the televising of the trademark, symbol, slogan or product of the sponsor; provided, however, that when the program transmission is incidental to the experiments being conducted and not featured, and subject to interruptions as the experiments may require, the commercial announcements may be broadcast aurally.

(c) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmission of the aural or visual program by a television broadcast station nor shall commercial accounts be solicited by the licensee of another broadcast station or network, or by others acting in their behalf upon the representation that the commercial program will also be transmitted by a television broadcast station.

(d) The synchronized sound (aural) program of a television broadcast station may be broadcast by a regular broadcast station, provided:

1. That no announcements or references shall be made over the regular broadcast station regarding the operation of the television broadcast station, except the mere statement that the program being transmitted is the sound or aural program of a television broadcast station (identify by call letters).

2. That the call letter designation when identifying the television broadcast station shall be given on its assigned frequency only.

Tolerance tables covering the operating frequency of stations in the ultra-high ranges were revised so that relay broadcast stations operating in the band 31,100-41,400 kc. and above shall maintain a tolerance of 0.05% above 10 watts, as against the original requirement of 0.1%. Another change was that the frequency monitor shall be designed and constructed to determine the operating frequency within one-half of the allowed tolerance, whereas formerly it was the same as the allowed tolerance.

EVERYWHERE!

There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

SELL ALL SOUTH CAROLINA

5000 WATTS · WIS · 560 KILOCYCLES

G. RICHARD SHAFTO, MANAGER · COLUMBIA · FREE, JOHNS & FIELD, Inc., NAT'L REPRESENTATIVES

Sterling Products Books Two Big Spot Campaigns

STERLING PRODUCTS Inc., New York, in September and October will undertake two big spot campaigns on American and Canadian stations, using WBS recordings. Starting Sept. 14, for its Haley's M-O, Phillips Toothpaste and Danderine, the company for 39 weeks will carry the *Way Down East* programs five times weekly on WOR, WNAC, WCAE, WHK, WJR, WGN, WFBM, WBEN, KSTP, KWK, WHO, WDAF, WSAI, WTIC and an unselected Philadelphia station.

Starting Oct. 5, for its aspirin product, the *Old Dr. Jim* 15-minute dramatic transcriptions will be placed three times weekly on daytime periods on the following nine Canadian stations: CFCN, CJCA, CFJC, CJOR, CKY, CHNS, CKCW, CRCT and CFQC. In addition, Sterling has bought a half hour musical made up from the World Library Service on CKAC, Montreal, and a similar program made up from NBC Thesaurus on CHRC, Quebec. Blackett-Sample-Hummert Inc., New York, is handling both accounts.

Canada Dry Campaign

CANADA DRY GINGER ALE Inc., New York (Sparkling water & ginger ale) on Aug. 24 started a series of one-minute transcription announcements, twice daily, six days a week, on a small number of stations. Recordings are by RCA Victor. The campaign will be enlarged during the next few weeks. J. M. Mathes Inc., New York, is the agency.

STEPHANO Bros., Philadelphia (Marvel cigarettes) will start test programs on WBBM, Chicago, and WEEI, Boston, the week of Sept. 30. The Boston program will feature Jay Wesley in a series of football talks on Wednesday, Friday and Saturday nights. On WBBM the schedule is not definitely set but will be a sports broadcast. Aitken-Kynett Co., Philadelphia, has the account.

ROBERT F. SCHULZ, commercial manager of WDAY, Fargo, N. D., has been named general manager of WMIN, new St. Paul local to begin operation late this month, according to an announcement Aug. 25 by Edward Hoffman, licensee. Charles Irving for the last two years with WTCN, Minneapolis, becomes production manager, and Glen E. Martin, staff engineer of WDAY, will be chief engineer.

BEST BY TEST

Now You Be The Judge

100% shadowgraphed Needles

Your **transcriptions** are at their **best** with the **best** needles.

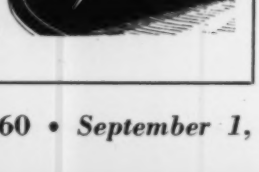
Eliminate surface noise by using needles made to fit the requirements.

STEEL CUTTING NEEDLES FOR ACETATE.

Playback Needles for all Transcriptions.

Mfg. by W. H. BAGSHAW CO. Lowell, Mass.

Dist. by H. W. ACTON CO. 370 7th Ave. New York City



Send for Samples

Census Bureau Replies to NAB

(Continued from page 12)

stations doing 3.6% of total business. These estimates were based upon ratios established from figures reported by stations with similar power, total revenue, affiliation, and location. The NAB cannot logically use this estimated breakdown of 3.6% of station volume as an explanation of its attempt to label Census data as erroneous.

The NAB Figures

NOW WHAT methods have been used by the NAB? Naturally the association must depend upon the sample method. There is nothing wrong with this method—in fact it is most excellent if the sample is well selected and figures projected from an accurate base. The NAB states that the stations making up its sample did about 40% of the total 1935 business. No statement is made concerning what percentage of the total number of stations is included. It is probable, however, that much less than 40% of the total number is included in the sample.

Neither is reference made to the character of the sample. Is it representative in respect to power, affiliation with networks, location both as to region and size of community, size as measured by total revenue, age, and tie-in with newspapers? How is the sample projected to obtain a total figure? These and other questions must be answered before any thinking person will accept a total figure based upon a sample as being more nearly accurate of the entire industry than data reported by the entire industry.

The NAB statement will hardly stand up under even a casual analysis. It, in essence, states that NAB figures are accurate because the network and national and regional non-network figures agree with Census data, therefore Census figures on local advertising are incorrect because they do not agree with NAB figures.

The NAB does not stop with this superb bit of reasoning, but goes on to explain, in essence, that the managers of the stations reporting to the NAB know more about the local and non-local business done by those stations not reporting than the managers or auditors of the non-reporting stations know about their own business. But the meticulous efforts of the NAB for accuracy go even further. The NAB does not even depend on the classifications reported by its own select group of stations. Quoting from the NAB statement —"The original classifications made by the reporting stations . . . are carefully checked by experts prior to tabulation and compilation."

In view of this quotation it may be asked just how an association expert in Washington would classify the Magnolia Candy Co., or the Wolf & Sheep Clothing Co. account reported by some Texas or Oregon station. Would the expert know more about whether these companies distributed their products in more than one trading area than would the manager of the station carrying the accounts?

It is difficult to explain the position taken by the NAB. The Bureau of the Census has attempted to work in close harmony with the representatives of the NAB. A representative of the NAB who is thoroughly familiar with the sample method used by the association has been consulted on several occasions by Bureau officials. Other NAB representatives have been asked to advise and criticise Census procedure. The only adverse criticism ever openly offered by any of these representatives was that contained in the statement it recently issued [BROADCASTING, Aug. 15].

The NAB statement must have been made and released unthinkingly. Surely the officials of an association representing a great industry must be interested in obtaining as nearly accurate figures for their industry as possible. If their own methods of collecting and reporting data are erroneous they will undoubtedly seek ways of detecting the character and extent of such errors. If the Bureau of the Census can help in locating their errors surely the Bureau will be requested to lend its facilities and personnel for such a worthy purpose.

The NAB might take advantage of the suggestion made by Bureau officials previous to the release of Census broadcasting data, relative to the testing of the representativeness of the NAB sample. It is again suggested that the NAB might submit to the Bureau of the Census the names of the stations and the actual figures included in the sample used as a basis for estimating the 1935 time sales of all broadcast stations.

It might then request a tabulation of the actual figures these same stations reported to the Bureau. If the two sets of figures are in general agreement for all breakdowns of revenue it would establish the character and extent of the error in the NAB projected totals. It would further provide a basis whereby the NAB could correct its methods of reporting and admirably serve the industry with approximately accurate data for those periods intervening between Census years.

The Census of Broadcasting has been built upon the idea of collecting complete and accurate data for the broadcasting industry. It is undoubtedly the desire of NAB officials to make every available use of material that would help them in serving Association members more effectively. It would thus seem most important to the broadcasting industry to have the NAB cooperate most fully with the Bureau of the Census.

WBS Disc Schedules

(Continued from page 8)

J. A. Folger & Co., Kansas City (coffee) on Sept. 20 will renew *Judy & Jane* discs on 20 stations five days a week for 40 weeks. Blackett-Sample-Hummert Inc., is agency.

Mid-Continent Petroleum Co., Tulsa, on Sept. 28 starts 78 WBS quarter-hour discs on 22 stations in the West and Midwest. They are titled *Diamond City News*. R. J. Potts & Co., Kansas City, is the agency.

Independent Grocers Alliance Distributing Co., Chicago (IGA brands) is planning a five-weekly quarter-hour script transcription series titled *Girl in a Million* as a test campaign. Charles Daniel Frey Co., Chicago, places the account.

B. Kuppenheimer & Co., Chicago (clothing) is cutting a series of 13 quarter-hour WBS transcriptions to be placed on 25 stations starting Sept. 15 by local dealers, who would be required to pay for the time.

Wander Co., Chicago (Ovaltine) will transcribe *Little Orphan Annie* for a 40-week campaign, five days a week, on an unselected list of stations. Blackett-Sample-Hummert Inc., Chicago, is agency.

S. C. JOHNSON & SON Inc., Racine, Wis. (Johnson's Glo-Coat), will return *Tom Powers* to the air on WOR, Newark, Sept. 24, Thursdays, 5-5:30 p. m. Last season the program was a quarter-hour program on WEAF. Needham, Lewis & Brorby Inc., Chicago, placed the account.

CRYSTALS

★ **Low Temperature Coefficient for the Broadcast Band**

★ **Mounted in Isolantite adjustable Air Gap holder**

★ **Approved by the Federal Communications Commission**

Freq. drift less than 4 Cps/°C./Meg. ____ **$35.00**

Freq. drift less than 2 Cps/°C./Meg. ____ **$40.00**

Actual Frequency Drift Curve furnished upon request.

AMERICAN PIEZO SUPPLY COMPANY

Sunny Slope Sta. P.O. Box 6026

KANSAS CITY, MO.

Continental on Discs

CONTINENTAL OIL Co., Ponca City, Okla., on Sept. 27 starts a campaign of 13 weekly Carveth Wells transcriptions on 30 stations. Recordings are by Jean Grombach Inc., New York. Stations are KGNC, WBAL, KGIR, WFAA, KOA, WHO, WDAF, KFAB, KLRA, WTMJ, WCCO, WKY, KTAR, WRVA, KSL, KMOX, KHQ, KVOO, KFH, KOB, KGHL, KFYR, KIDO, KDFN, KTSM, KFBB, KPRC, WTAR, WDBJ and a Chicago station. Tracy-Locke-Dawson Inc., Dallas-New York, is agency.

Asks 1570 in Denver

REV. S. H. PATTERSON, who in July sold KVOR, Colorado Springs, Col., to the operators of WKY, Oklahoma City, and KLZ, Denver, for a reported sum of $80,000, subject to FCC approval [BROADCASTING Aug. 1] on Aug. 28 applied to the FCC for authority to erect a new 1,000-watt station in Denver to operate in the high fidelity 1500-1600 kc. band on the 1570 kc. frequency.

No Doubtful drug accounts.

Just Clean merchandising at

1000 Watts 1260 Kc. **KGVO** Missoula Montana

Columbia Broadcasting System Affiliate

IN THE CONTROL ROOM

J. E. BURRELL, chief engineer of KJBS, San Francisco, and KQW, San Jose, Cal., for the last four years, has resigned to join KYOS, Merced, Cal., in a similar capacity. He will install and operate the high-fidelity RCA and Western Electric equipment for the new 250-watt station now being erected at Merced. Dan Williams, technical director at KQW for the last seven years, assumes the post of chief engineer of that station and KJBS, and will be headquartered in San Francisco.

JAMES MIDDLEBROOKS, of the CBS engineering department, has been assigned to WEEI, Boston, to supervise installation of the new 5 kw. Western Electric transmitter and directional antenna. Next he will go to WKRC, Cincinnati, where equipment of the same make and wattage will be installed, but the same antenna system will be retained. WKRC is also building new and larger studios in the Hotel Alms, Cincinnati, which necessitates the acquisition of more floor space in the building.

JOHN T. ROSE, president of the Institute of Radio Service Men, has called the convention of his organization in the Pennsylvania Hotel, New York, during the New York Radio Trade Show which opens Sept. 18.

RICHARD K. BEAUCHAMP, of the engineering staff of KSL, Salt Lake City, is one of the partners with the Peryatel brothers, radio service men, applying to the FCC Aug. 20 for a new 100-watt station on 1210 kc. in Raton, N. M.

CLIFF TODD has been promoted to chief engineer of WNAX, Yankton, N. D. Other members of the technical staff are Wilson Leeman, Maurice Mitchell and Myron Lowry.

JAMES E. LEWIS, of Tyler, Tex., has joined the technical staff of WHEF, Kosciusko, Miss., replacing W. B. Cox, who resigned to enter airport radio work.

KENNETH SHERMAN, engineer of WGAR, Cleveland, seriously injured in an auto accident, is out of the hospital and is convalescing at home. Walter Widlar is handling his shift.

LEE PETROFF, formerly with recording studios in Detroit, has joined WOOD, Grand Rapids, in the control room.

GENE BOWES, sound technician in the NBC San Francisco studios on Aug. 9 became the father of a boy, Peter David.

CECIL LYNCH, formerly operator-announcer at KTRB, Modesto, Cal., left San Francisco Aug. 28, aboard the liner *Lurline* for Honolulu, where he will join KGMB in a similar capacity.

WILLIAM W. PAUL, formerly in the promotional department of The Emporium, San Francisco department store, has joined the sales staff of Techna Corp., broadcasting and sound equipment manufacturers in that city.

JOSEPH E. BAUDINO, plant manager of WBZ-WBZA, Boston-Springfield, who recently exchanged places with Dwight Myer, plant manager of KDKA, Pittsburgh, was given a farewell dinner Aug. 15 by Boston associates, with 45 persons paying homage. Mr. Baudino was presented a set of engineering books with Mrs. Baudino receiving a table.

STANLEY CARPENTER, of the WOR, Newark, development and research engineering staff, has resigned to become design engineer of a Toledo firm making electronic devices.

C. W. THATCHER, of the Affiliated Broadcasting Co. engineering staff, Chicago, is the father of a girl born Aug. 8.

R. B. MOON, formerly assistant chief engineer of WHIO, Dayton, has resigned.

Atlantic Refining on CBS

ATLANTIC REFINING Co., Philadelphia, will wind up its Thursday night CBS series, replacing it with a new program, *Atlantic Sportscast*, with Ted Husing, on 33 CBS stations, starting Sept. 29, Tuesdays, Thursdays and Saturdays, 7:15-7:30 p. m. After Nov. 3 the Tuesday period will be discontinued. The program, signed for 52 weeks, will cover football during the grid season and presumably other sports thereafter. N. W. Ayer & Son Inc., New York, is agency. [For Atlantic Refining spot football business and other football sponsorship see page 13.]

Cardinet Net and Spots

CARDINET CANDY Co., Oakland, Cal. (Baffle Bar & Night Editor candy bars), on Sept. 6, after being off the air for the summer, resumes its sponsorship of *Night Editor*, weekly dramatic series, with Hal Burdick as narrator, on 5 NBC-KPO Pacific Red stations. Program, which has been on the NBC-KPO network for three years, will be heard Sundays, 8:15-8:30 p. m. (PST) for 13 weeks. Cardinet Candy Co., starting the week of Sept. 15 will use quarter-hour transcriptions of the series, cut by Titan Productions Inc., San Francisco, on KOA, Denver; KSL, Salt Lake City; KTSA, San Antonio; KRLD, Dallas; KTRH, Houston, and KWK, St. Louis. Series is for 13 weeks and hour selected directed to the adult market. Agency is Tomaschke-Elliott Inc., Oakland. Wallace Elliott is account executive in charge.

SPOTLITES

5 MINUTE DRAMATIC AND MUSICAL SPOTS BUILT FOR LOCAL SPONSORSHIP

LANG-WORTH FEATURE PROGRAMS

420 Madison Ave. New York

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | **KJR** NBC-Blue

National Representatives — EDWARD PETRY & CO.

FORD IN MICHIGAN
Dealers Resume Sponsorship Of Farm Program

FORD DEALERS of Michigan have contracted to resume sponsorship of the *Farm Market Reporter* program over WXYZ, Detroit, and the Michigan Network, starting Aug. 31. The program started last winter under the same sponsorship and was continued as a sustainer during the summer. It is heard Mondays through Fridays, 12:15-12:30 p. m.

Harold True (left), news broadcaster, introduces George Boutell, commentator. During the Michigan State Fair the program will emanate from the Ford Building and will be followed by a 45-minute variety program.

Meyer Manager of KLZ; Meyerson to Oklahoma

Mr. Meyerson

APPOINTMENT of F. W. Meyer as manager of KLZ, Denver, and the return of J. I. Meyerson, who relinquishes that post, to Oklahoma City in a newly-established executive position, was announced Aug. 26 by Edgar T. Bell, general manager of the Oklahoma Publishing Co., operating KLZ and WKY, Oklahoma City, and publishers of the *Oklahoman* and *Times* and the *Farmer-Stockman*. The canges are effective Oct. 1.

Mr. Meyer

Mr. Meyerson, formerly advertising manager of the newspapers, was transferred to Denver a year ago to reorganize and rebuild KLZ, after its purchase by the Oklahoma Publishing Co. in Aug., 1935. Since the change, KLZ's studios have been remodelled, and a new 5,000 watt transmitter installed. The station is a CBS outlet.

Mr. Meyerson upon returning to Oklahoma City, will take over a newly established position as coordinator of all sales and promotional activities of the newspapers and of the two broadcasting stations. Mr. Meyer, a pioneer in radio in the West, has been commercial manager of KLZ since its inception, and was one of the principals of the Reynolds Radio Co., former owners of the station.

C. GUY SHEPARD, mayor of Durango, Col., and operator of KIUP, in that city, has applied to the FCC for authority to sell that station to a group of about a dozen local business men, including himself, organized as the San Juan Broadcasting Co.

Network Programs By Popularity Are Shown in Survey

Trends of Audience Preference Analyzed in Crossley Study

POPULARITY of sponsored network programs from October, 1935, to April, 1936, is shown by the Cooperative Analysis of Broadcasting (Crossley Reports), coincidental survey sponsored by the Association of National Advertisers. Ratings of 100 programs by income groups are given, being based on 226,000 interviews.

Most popular program during the survey period was the *Major Bowes Amateur Hour*, sponsored on NBC-Red by Standard Brands Inc., for Chase & Sanborn coffee and placed by J. Walter Thompson Co. *Jack Benny*, for General Foods Corp. (Jell-O) through Young & Rubicam Inc., on NBC-Blue, ranked second followed by *Fred Allen*, sponsored on NBC-Red by Bristol-Myers Co. (Ipana, Sal Hepatica), also through Young & Rubicam. In fourth place was *Rudy Vallee's Variety Hour*, on NBC-Red under sponsorship of Standard Brands Inc. (Fleischmann's yeast), handled by J. Walter Thompson Co. Ranking fifth was *Maxwell House Showboat* for General Foods Corp., on NBC-Red and handled by Benton & Bowles Inc.

The sixth ranking program was *Kraft Music Hall*, sponsored by Kraft-Phenix Cheese Corp. on NBC-Red, another J. Walter Thompson Co. account. Campbell Soup Co.'s *George Burns & Gracie Allen* series on CBS placed seventh, with F. Wallis Armstrong Co. as agency. Gulf Refining Co., with its *Phil Baker* series on CBS, ranked eighth, it being another Young & Rubicam account. The Ripley *Believe It Or Not* series on NBC-Blue, sponsored by Standard Brands Inc. for Fleischmann's bread yeast and placed by J. Walter Thompson Co., attained ninth place, followed by Campbell Soup Co's *Hollywood Hotel* on CBS, serviced by F. Wallis Armstrong Co.

Types of Programs

AN ANALYSIS of the Crossley reports shows that in the evening, hour programs are most popular, followed by quarter-hour series broadcast four or five times a week. In third place are evening half-hour series, followed by quarter-hour programs broadcast two or three times a week.

Daytime quarter-hour programs broadcast four or five times a week had a greater audience than evening quarter-hours broadcast only once a week, it was shown. Also presented were analyses of program likes by regions.

A tabulation of 920 hours of commercial network time by program types revealed that quarter-hour serial dramas occupied the most evening time, followed by musical reviews, dance music, variety programs, one-time dramas and personality programs. By popularity, the program types ranked in this order: Amateur, variety, personalities, operettas, news, dance music. Classical programs are in eleventh place.

NORMAN BROKENSHIRE, former NBC and CBS announcer who has been out of radio for several years, on Aug. 31 joined the staff of WINS, New York.

Sponsored Burial

WHEF, Kosciusko, Miss., recently broadcast twice daily from the "grave" where a "live burial" stunt was staged, the local NEHI bottling branch and a theatre sponsoring the programs. A crystal microphone was lowered into the "grave" so the "corpse" could describe his confinement.

Van Heusen on WEAF

PHILLIPS-JONES Corp., New York (Van Heusen collars and shirts), on Aug. 24 started to sponsor Gilbert Seldes, the author and journalist, in a new series of programs on WEAF, New York, three nights weekly. He previously had an NBC sustaining program entitled *You*. Peck Adv. Agency Inc., New York, placed the account.

In Washington

The activities of politics, business and society are more colorful than ever before. You will enjoy Washington

The best in accommodations, location and smart surroundings are available at this distinctive hotel. Write or wire for reservations.

The HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

EQUIPMENT

TECHNA Corp., new San Francisco firm engaged in the designing and manufacturing of broadcasting, public address and recording equipment, held open house Aug. 26 for the general public and trade to inspect the plant located at 926 Howard St., that city. Robert B. Walder is president of the organization. Directors and Earl L. Miller, Sydney S. Clark and Arnold L. North. Jack Ellis is advertising and promotion manager.

BRUSH DEVELOPMENT Co., Cleveland, announces an internal spring mounting in its new BR2S microphone. It is said to make external mounting ring or rubber stand shock absorber unnecessary. It is formed by fastening springs to opposite sides of the unit of sound cells, and pieces of felt on the other two sides.

PRESTO RECORDING Corp., New York, announces issuance of a circular describing its new Compac Model D Recorder, an instantaneous recorder for schools and colleges.

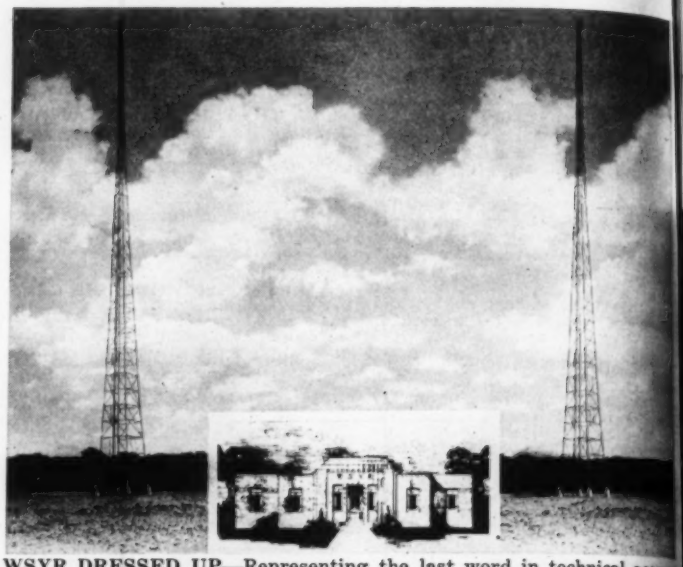
WNAX, Yankton, S. D., has installed new Western Electric speech input equipment. Studios, announcer's booth and operators' room have been remodeled, including Johns-Manville soundproofing. A new transmitter building has been erected at the site of the new Blaw-Knox 450-foot vertical radiator.

WEBSTER Co., Chicago, announces its catalog No. 736 describing synchronized sound systems for public address. Portable and fixed systems as well as a line of accessories are described in detail. A new 60-watt amplifier, Model 4P-60 using the 6L6 tube is announced, among other new items.

WPTF, Raleigh, N. C., has added another complete RCA remote unit in anticipation of an intensive remote schedule this autumn. Included will be football, dance, tobacco market and legislative pickups as well as the routine special-events programs. Velocity microphones will be used on remotes.

WTAG, Worcester, Mass., is installing a directional radiating system, together with a new transmitter building, pursuant to FCC authority to increase its power to 1,000 watts on 580 kc. An array of three Blaw-Knox towers is being installed to suppress its signals toward Charleston, W. Va. and Boston. The new plant will include a 1,000 watt RCA transmitter recently purchased, and operation from the new location will begin about Nov. 1. Approximately $80,000 is being expended.

WDRC, Hartford, has acquired a Hammond electric organ. A six-foot baffle board has been installed to pick up the sound. The organ was placed in service Aug. 31.



WSYR DRESSED UP—Representing the last word in technical accomplishment as well as architectural modernity, this new transmitting plant of WSYR, Syracuse, is being erected at a cost of about $50,000. Authorized to increase its power four-fold to 1,000 watts day and night, the station expects to be on the air with its new facilities the latter part of this month.

Located on a 30-acre tract just within the Syracuse city limits, the new plant includes a 1,000 watt RCA transmitter; two International-Stacy steel self-supporting vertical radiators, and a specially designed ground system expected to intensify the ground waves. The building, of modernistic design with ornamental face brick walls and concrete foundations, also accommodates living quarters for staff engineers. It was designed by Lockwood Greene Engineers Inc., designing engineers and architects of Rockefeller Center, New York.

The location and the directional radiating system were selected by Paul F. Godley, consulting radio engineer. Installation is being supervised by Howard C. Barth, general manager of WSYR. The facilities also will be used by WSYU, time-sharing station on the same channel operated by Central New York Broadcasting Corp., owners of WSYR, for the exclusive use of Syracuse University.

CONSTRUCTION began Aug. 13 on the new 640-foot vertical radiator of WJZ at Bound Brook, N. J., which NBC expects to have operating in time for its tenth anniversary Nov. 15. The 50,000 watt transmitter will be constructed to go readily to 500,000 watts if the FCC grants the NBC's pending application for this power. RCA equipment is being installed throughout.

AMPERITE Corp., New York, announces a new velocity microphone, Model RBHn, said to give studio type reproduction at unusually high outputs. It is designed to eliminate cavity resonance and has triple shielding to prevent pickup of any stray field. Mechanical vibration is eliminated by shock absorption at two points. A new cable plug has a positive locking device to permit disconnecting at the microphone. The microphone is obtainable with either low or high impedance outputs, in gunmetal or chrome finish. It is streamlined and compact in design.

GENERAL RADIO Co., Cambridge, Mass., claims low battery drain for its new Type 814-A amplifier, a general purpose instrument with 2-volt pentodes which operates from small dry cells. It is resistance capacitance coupled, with a range from 18 to 10,000 cycles.

WKRC, Cincinnati, has ordered a new 5 kw. Western Electric transmitter to be in operation by late autumn. Frank Dierringer, WKRC chief engineer, will supervise installation.

WNAC, Boston, recently put its new 5 kw. Western Electric transmitter in operation, using 5 kw. in the daytime and 1 kw. nights. Other Yankee stations installing new transmitters, all 1 kw., are WEAN, Providence, WSAR, Fall River and WTAG, Worcester. The latter are to be in operation in October.

WADC, Akron, on Aug. 12 increased its power to 5,000 watts daytime, using Western Electric speech and transmitting equipment, as well as a Truscon 365-foot half-wave vertical radiator. With its new power set-up WADC will increase its field intensity strength approximately 42%. Studios are maintained in Akron, Canton and Tallmadge.

WKZO, Kalamazoo, Mich., has purchased a Western Electric transmitter to be ready for operation in early September. The installation is the first in a series of improvements to be completed within the next two months, including a vertical radiator and new studio equipment.

Vapex Transcriptions

E. FOUGERA & Co., New York (Vapex) during the week of Oct. 11 will launch a series of five-minute RCA-Victor transcriptions on nine stations as far west as Dallas, to be heard once weekly for nine weeks. WOKO, WNAC, WLS, WTAM, WFAA, WJR, KFI, KGO and WLW comprise the list. Small, Kleppner & Seiffer Inc., New York, is the agency.

APPROVED BY F. C. C.
TRU-AXIS LOW DRIFT CRYSTALS

An improved power cut with exceptionally low temperature coefficients. Guaranteed drift not to exceed 3 CPS/Degree C./per Megacycle and tested for this drift over a 50° C. range.

Fully mounted in precision Isolantite air-gap holder.

$42.50

FREQUENCY MEASUREMENTS
ARE INEXPENSIVE INSURANCE AGAINST OFF-FREQUENCY OPERATION

Over 125 commercial stations subscribe regularly to this important service.

Single measurements ..... $1.75 each
Once-a-week measurements ... $5.00 per month

COMMERCIAL RADIO EQUIPMENT COMPANY
7205 Baltimore Avenue — RADIO CONSULTING ENGINEERS — Kansas City, Missouri

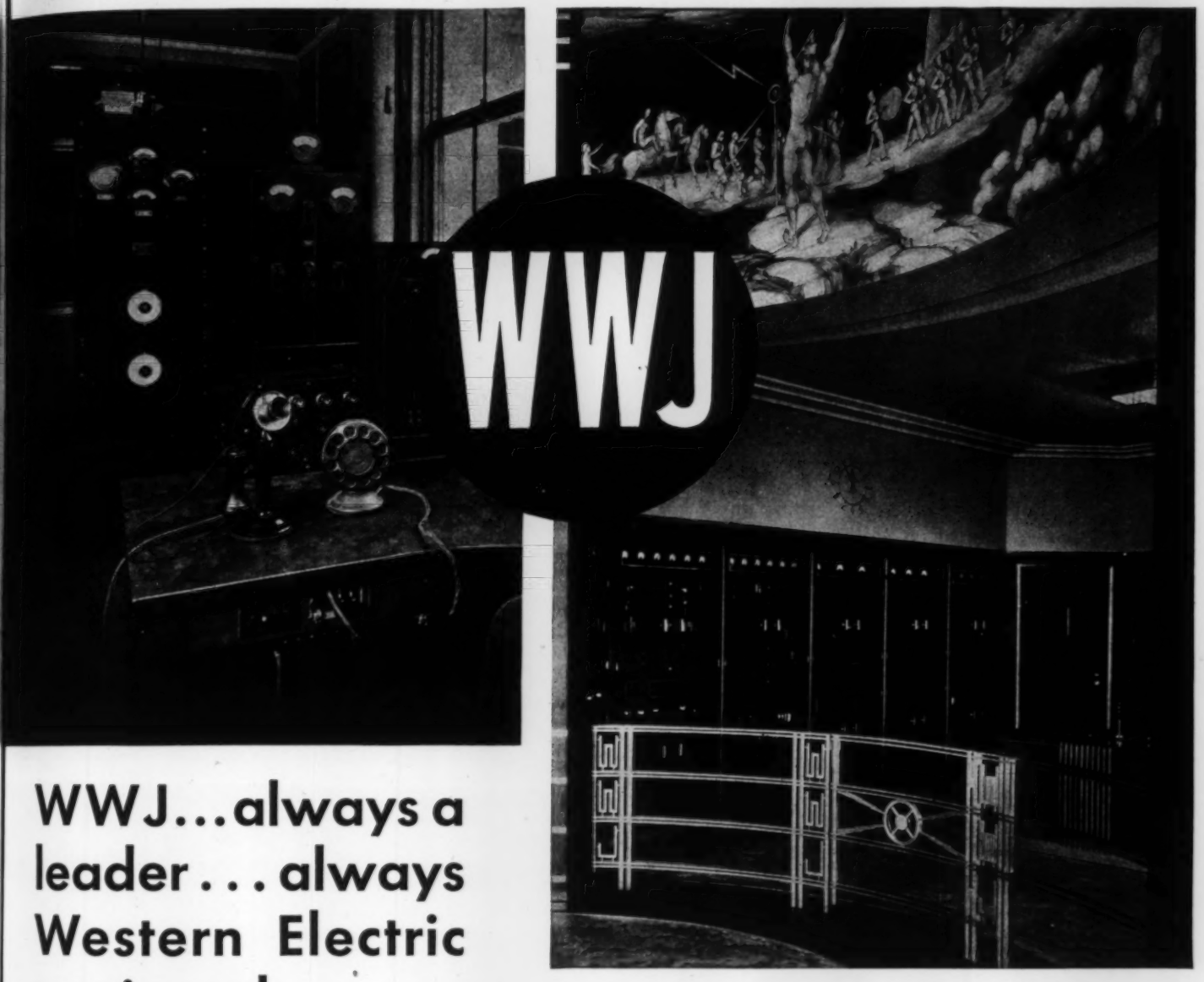
GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

WOL
FIRST among local stations in the United States in Total Business.
Washington, D. C.

16 years' success together!

1920—WWJ's first Western Electric Transmitter

1936—WWJ's new Western Electric 5 KW Transmitter



WWJ...always a leader...always Western Electric equipped

The "Detroit News" Station WWJ and Western Electric, both leaders in broadcasting, have continued together since the early pioneering days in 1920. Then WWJ installed the first radio transmitter Western Electric ever sold.

Now WWJ broadcasts from its own magnificent new studio building. The new 5 KW transmitter, complete station and studio equipment—including 26 non-directional microphones—are all Western Electric.

For full details, write the distributors: Graybar Electric, Graybar Building, New York, N. Y., or telephone Graybar's nearest branch. In Canada: Northern Electric Co., Ltd.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

XUM

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

AUGUST 14 TO AUGUST 29, INCLUSIVE

Decisions . . .

AUGUST 14

Rule 229 amended by adding following frequencies for experimental broadcast: 38,900, 39,100, 39,300, 39,500, 39,700, 39,900, 40,800, 41,400. Rules governing stations to be assigned to these frequencies will be promulgated.

AUGUST 18

SET FOR HEARING — KJR, Seattle, CP new equip., increase to 10 kw; reconsidered grant of petition by George W. Young, license WDGY, asking Commission to return to National Battery Brdcstg. Co. one of two pending applic. CP new station St. Paul, and directed applic. B4-P-1160 be set for hearing with B4-P-1143.

APPLICATION DISMISSED — KMTR, Los Angeles, reconsidered action Aug. 27, 1935, setting renewal applic. for hearing and granted regular renewal.

ORAL ARGUMENT GRANTED—WOL, Washington, rescinded grant for WOL move trans., change 1310 to 1230 kc, increase 100 w to 1 kw unltd. directional, and directed oral argument Sept. 10.

AUGUST 19

NEW, Central Brdcstg. Co., Eau Claire, Wis.—Granted applic. CP 1050 kc 250 w D, rescinding action of July 2 denying the applic.

AUGUST 25

WEST, Easton, Pa. — Extension temp. auth. Simul.-WKBO spec. hours.

WMT, Cedar Rapids, Ia.—Modif. CP re equip.

WDAE, Tampa, Fla.—Granted petition withdraw applic. modif. license without prejudice.

WJDX, Jackson, Miss.—Granted petition intervene applic. Magnolia Brdcstg. Co., Jackson.

WKBB, E. Dubuque, Ill.—Granted petition intervene applic. Telegraph Herald, Dubuque.

WMCA, New York—Hearing ordered on previous grant of 1 kw.

APPLICATION DENIED — WKEU, Griffin, Ga., denied temp. auth. spec. hours.

Examiners' Reports . . .

WCBD, Waukegan, Ill.—Examiner Hill recommended (I-280) that applic. transfer control to Gene T. Dyer, E. M. Ringwald, L. E. Moulds and W. F. Moss be granted; that applic. modif. license to designate Chicago studio as main studio be granted.

KRNT, Des Moines—Examiner Hill recommended (I-281) that applic. increase 500 w 1 kw LS to 1 kw 5 kw LS be granted.

NEW, Port Huron Brdcstg. Co., Port Huron, Mich.—Examiner Bramhall recommended (I-282) that applic. CP 1370 kc 250 w D be denied.

NEW, Gomer Thomas, Bellingham, Wash.—Examiner Bramhall recommended (I-283) that applic. CP 1420 kc 100 w unltd. be denied.

NEW, Wike & Studebaker, Baker, Ore. —Examiner Bramhall recommended (I-284) that applic. CP 1370 kc 100 w 250 w LS unltd. be granted if KUJ is granted change from 1370 to 1250 kc.

Applications . . .

AUGUST 15

NEW, Lawrence K. Miller, Pittsfield, Mass.—CP 930 kc 250 w D.

KRMD, Shreveport, La. — CP change equip., antenna, increase D to 250 w.

WRR, Dallas—Auth. use KVPA trans. as aux.

WAPO, Chattanooga — Modif. CP as modif. new station 1420 kc 100 w D, to further request change to 1200 kc 100 w 250 w D unltd., move studio.

WEOA, Evansville, Ind.—CP 100 w 250 w D, change equip.

KFEQ, St. Joseph, Mo.—CP new trans., antenna, move trans. locally.

WCBS, Springfield, Ill. — CP change equip., vert. antenna, move trans. locally.

KFJM, Grand Forks, N. D.—Modif. CP change equip., freq., power to ask approval vertical antenna, move trans. locally.

AUGUST 18

WADC, Akron—License for CP increase power.

KPLT, Paris, Tex.—Modif. CP change equip., antenna.

KCMC, Texarkana, Ark. — CP new trans., vertical antenna.

KFRO, Longview, Tex. — CP change equip., increase 100 to 250 w.

KOIL, Omaha—Modif. license move studio Council Bluffs to Omaha.

NEW, Arthur H. Croghan, Minneapolis —CP 1310 kc 100 w D.

KPPC, Pasadena—CP change equip.

AUGUST 19

KGU, Honolulu—CP change equip.

WORL, Boston—CP directional, increase 500 w to 1 kw, change D to unltd.

WXYZ, Detroit—Modif. license to King-Trendle Brdcstg. Corp.

WASH-WOOD, Grand Rapids—Same.

WDAE, Tampa—License for CP change equip., increase power.

NEW, Radio Enterprises, R. Lacy & J. R. Curtis, Lufkin, Tex.—CP 1310 kc 100 w D.

NEW, H. W. Wilson, Ben Farmer, Wilson, N. C.—CP 1310 kc 100 w D.

NEW, Paul B. McEvoy, pub. Hobart Democrat-Chief, Hobart, Okla. — CP 1420 kc 100 w unltd.

WOWO, Fort Wayne—Modif. license to Westinghouse Radio Stations Inc.

AUGUST 21

NEW, Bay State Brdcstg. Corp., Providence, R. I.—CP 720 kc 1 kw ltd.

NEW, Texhoma Brdcstg. Co., Wichita Falls, Tex.—CP 630 kc 1 kw unltd.

NEW, William Avera Wynne, Wilson, N. C.—CP 1110 kc 100 w D.

WHBL, Sheboygan, Wis.—CP new trans., change 250 w to 250 w N 1 kw D.

WIBU, Poynette, Wis.—CP new trans.

NEW, W. E. Whitmore, Hobbs, N. M. —CP 1210 kc 100 w unltd., amended to 1500 kc, D only.

KHUB, Watsonville, Cal. — Modif. CP new station asking vertical antenna, approval trans. site.

AUGUST 22

WAWZ, Zarephath, N. J. — Modif. license increase 500 w N 1 kw D to 1 kw N & D.

WAAB, Boston — Modif. CP change equip., for new trans.

NEW, Waldo Abbot, Anne Arbor, Mich. —CP 1570 kc 1 kw unltd., amended to 1550 kc.

NEW, Statistical Research Laboratories Inc., Cleveland—CP 1200 kc 100 w N 250 w D unltd.

New, Seaboard Investment Co. Inc., Montgomery, Ala.—CP 610 kc 500 w N 1 kw D unltd.. amended to 250 w N 500 w D.

WDAH, El Paso — Modif. license to use KTSM trans.

KPDN, Pampa, Tex. — Vol. assign. license from Pampa Daily News Inc., to R. C. Hoiles.

KWK, St. Louis — License for CP as modif. new equip., move trans.

KUOA, Fayetteville, Ark.—Modif. license move main studio to John Brown Univ., Siloam Springs, Ark.

NEW, John R. & Joe L. Peryatel and Richard K. Beauchamp, Raton, N. M.— CP 1210 kc 100 w unltd.

AUGUST 26

WABY, Albany, N. Y.—CP new trans., increase to 100 w N 250 w D, move trans., amended re equip. and omit increase D power.

WKRC, Cincinnati — Modif. CP new equip., increase to 1 kw N directional, 5 kw D, subject agreement WOSU, further equip. changes.

WMBC, Detroit — Modif. CP further changes equip.

NEW, Knoxville Journal Brdcstg. Co., Knoxville—CP 1200 kc 100 w N 250 w D unltd.

WEBC, Superior, Wis. — Modif. license move studio.

WSBT, South Bend, Ind.—CP new trans.

KVL, Seattle—CP change equip., change 1370 to 1070 kc, 100 to 250 w, Sh-KREO to D, amended to 1270 kc unltd. 250 w vertical antenna, move trans., contingent KOL being granted change from 1270 kc.

KFVD, Los Angeles—CP change equip., directional antenna, increase 250 w to 1 kw, ltd. to unltd., amended to ltd.

KJBS, San Francisco—CP new antenna, change 1070 to 1080 kc, move studio, trans., amended to omit freq. change.

AUGUST 29

WHAS, Louisville—Vol. assign license to Louisville Times Co.

NEW, Science Surveys Inc., Cleveland—CP 880 kc 1 kw N 5 kw D unltd., directional N.

WLMU, Middlesboro, Ky.—Modif. CP to 100 w N 250 w D.

WATL, Atlanta—Vol. assign license to J. W. Woodruff, d/b Atlanta Brdcstg Co.

WSGN, Birmingham—CP new trans.

WRDW, Augusta, Ga.—CP move trans., install vertical antenna.

WNBR, Memphis—CP new trans., antenna.

KARK, Little Rock, Ark.—Modif. CP new trans., vertical antenna.

WHBB, Selma, Ala.—Modif. license D to unltd.

NEW, Walter H. McGenty, Rice Lake, Wis.—CP amended to 1210 kc D.

WTAD, Quincy, Ill.—CP new trans., vert antenna, increase to 1 kw.

KIUP, Durango, Col.—Vol. assign. license to San Juan Brdcstg. Co.

NEW, S. H. Patterson, Denver — CP 1570 kc 1 kw unltd.

Federal Radio Workshop Seeking Funds; May Continue College Training Course

BUDGETED until Oct. 1 under the WPA grant secured six months ago, the Federal Educational Radio Workshop Project sponsored by John W. Studebaker, U. S. Commissioner of Education, has applied to Harry Hopkins, relief director, for a new appropriation to carry on its activities until next June. Whether further relief funds will be forthcoming depends upon Mr. Hopkins' recommendation to President Roosevelt, who must authorize all such grants.

Work of the project, which now employs a staff of 75 workers drawn largely from CCC and relief rolls and headed by William Dow Boutwell, editor-in-chief of the Department of the Interior Office of Education, reached its climax Aug. 13 when 19 students of the Radio Workshop of New York University were graduated with appropriate ceremonies broadcast over CBS.

The six-week course at N. Y. U. was offered to a select group of specially qualified students in cooperation with the Federal Radio Workshop, half of whose staff makes its headquarters at 221 W. 57th St., New York, in the quarters of the Child Study Association of America, the other half working in Washington.

May Be Resumed

UNDER the arrangement with N. Y. U., the WPA staff was loaned to the university for its own Radio Workshop course, and the university in turn engaged Burke Boyce and Frank Chase, former NBC continuity and production men, as members of the faculty. The course was designed to train teachers and directors of educational broadcasting in professional radio technique. The course may be resumed this fall, depending partially on whether the new WPA grant is forthcoming.

The WPA project itself is designed to provide training in radio writing, production, acting, music and speaking and to build up a library and script collection from which educators throughout the country interested in radio can secure ideas and material. It is staging five programs weekly, all carried on the networks, and is working on transcriptions and scripts, including a script series titled *Interviews With the Past*, now being made available to local educators or to stations as material for educational broadcasts.

In addition to Mr. Boutwell, the Federal Radio Workshop staff includes Maurice Lowell, production director, formerly with NBC in Chicago; Leo S. Rosencrans, script director, formerly with NBC in Chicago, and author of such features as *Nickelodeon* and *Sally of the Talkies*; James Prindle 3d, assistant script director, author of the *Princess Pat* and *First Nighter* programs; Rudolf Schramm, music director, formerly with Washington stations; James D. Strong, project manager, formerly director of CCC radio programs; Philip H. Cohen, personnel and casting director, formerly with WRC, Washington; B. P. Brodinsky, station and listener relations director, member of the Office of Education staff.

The advisory committee consists of Franklin H. Dunham, NBC educational director; Edward R. Murrow, CBS director of talks; Mrs. Sidonie M. Gruenberg, director of the Child Study Association of America, and Ned H. Dearborn, general education dean, New York University.

The Radio Workshop's network programs are written, produced and staged by its own staff. Mr. Boutwell reports they are now pulling about 2,000 fan letters a week. The programs are: *The World Is Yours*, NBC-Blue, Sundays, 10:30 a. m.; *Safety Musketeers*, CBS, Mondays, 3 p. m.; *Answer Me This*, NBC-Red, Thursdays, 4:30; *Have You Heard*, NBC-Blue, Tuesdays, 2:45 p. m.; *Education in the News*, NBC-Red, Mondays, 6:45 p. m. All times are EST and all programs are 15 minutes in length.

Several persons already identified with radio are included in the list of graduates of the N. Y. U radio course. The list:

Genevieve M. Allen, high school speech instructor, Springfield, Mass.; Norman Dubrow, Perth Amboy, N. J.; John C. Duvall, lecturer, Syracuse and Rochester universities; Arthur Fletcher, editor, *New Jersey Educational Review*, Newark; Pauline Gibson, New York City; Boyd Homewood, publicity director of the *Public Forums*, Portland, Ore.; Gordon Hubbel, CCC educational adviser, Ridgefield Park, N. J.; Kathleen N. Lardie, high school radio director, Detroit; Katherine Monaghan, radio educational director, Rochester; Eva Monroe, stenographer, National Museum, Washington; Arnold J. Olenick and Bettina West, students, New York City; Helen M. Richards, State Teachers College, Bloomsburg, Pa.; Vivian M. Roegner, Montclair, N. J.; W. Harold Van Slyke, CCC educational advisor, Ft. Dupont, Del.; George Walsh, announcer, from University of Georgia; Robert West, author and diction expert; Ruth F. Willard, instructor in Spanish, St. Lawrence University; Blanche Young, radio director of public schools, Indianapolis.

Martin Gosch Is Named Warner Radio Director

Mr. Gosch

TO COORDINATE and increase its radio activity, Warner Brothers has created the post of radio director, with Martin Gosch, former radio columnist and newscaster, appointed to the position. Mr. Gosch has been associated with Warner Brothers music interests for the last year. In his new capacity he will be located in New York and function under S. Charles Einfeld, general advertising manager, who devised the new radio branch.

Before his association with Warners, Mr. Gosch was publicity director and newscaster of WFIL, Philadelphia and radio columnist for the *Philadelphia Record* and *New York Post*. Among his duties will be handling of network and agency tieups with radio programs utilizing Warner stars and pictures; spot radio campaigns; music "plugs" to exploit Warner pictures. A number of new plans intended to make Warner Brothers an important factor in the spot field also are said to be under way.

Advertising Credit Fund Offering Disc Exchange

PROPOSING to establish an advertising credit service, under which a large national advertiser would not find it necessary to set aside a large amount of cash against space and time expenditures, a new organization called Advertising Collaboration System, with offices at 369 Lexington Ave., New York, has been formed by L. J. Levisee, T. A. Burroughs and C. C. Wood. It plans to set up an "advertising stabilization fund" and a "prepaid advertising fund" for the advertising industry as a whole, but particularly for the radio and magazine fields.

None of the organizers has been prominently identified with radio, but one of the company's first moves was to offer stations a series of transcriptions to be placed on a sustaining basis initially, in return for which the stations are asked to give free time. Only the initial series, it is said, will be offered one a time-exchange basis, after which the advertiser will pay full card rates. Mr. Levisee claimed 70 stations have already accepted the programs.

Novel Ceremonies At WTMJ Opening

AN INNOVATION in dedicatory programs, typifying the radio knack for doing the unusual, was accomplished by WTMJ, Milwaukee, Aug. 23 upon formal opening of its five new studios and speech input and control equipment entailing a cost of $50,000.

Whereas the customary dedications involve importation of name talent and a splurge of congratulatory telegrams, WTMJ evolved two special programs to put its story over to the audience.

An afternoon program was built as a three-hour tour of the new quarters with Russ Winnie, assistant manager, as guide, and a mythical Wilson family, of father, mother, son and daughter as his guests. The tour included every portion of the plant, and the guests sat in on studio programs, listened to others in audition rooms, still others in clients' rooms and the guest lounge.

In this way a three-hour program was built, with all but 45 minutes devoted to music and the balance to a description of the tour. The management, according to Walter J. Damm, WTMJ executive, thus was able to tell its complete story and yet present a program of real listener interest.

The evening program presented the combined studio musical staff in a 35-piece orchestra, and as guests, Fibber McGee & Mollie. The script was written around the new studios with Fibber and Mollie taking a short stroll through the studios during which their typical humor was injected — again putting across the dedicatory story in unorthodox fashion.

In lieu of congratulatory telegrams, the station presented personally recorded messages via electrical transcription. Among these were recorded addresses by Chairman Anning S. Prall of the FCC; Lenox R. Lohr, NBC president, and Frank M. Russell, NBC Washington vice president.

WHEN the fall semester of the University of Wisconsin opens in October, 10 students will be given an opportunity to learn the fundamentals of radio through actual experience at WHA, the university's broadcasting station at Madison. No formal admission requirements are needed, nor will college credit be given for the radio training.

Golden Gate Fair Names Vandeburg Radio Chief

Mr. Vandeburg

CLYDE M. VANDEBURG, director of radio, magazine and public address activities of the Texas Centennial has been named to a similar post with the Golden Gate International Exposition, opening in San Francisco in February, 1939.

Vandeburg joined the Texas Centennial in September of last year, coming from the California-Pacific International Exposition, San Diego, where he installed radio and p. a. operations. Gulf Refining Co., Pittsburgh, sponsored the studios, p. a. and broadcasting facilities at the Texas exposition. Robert Coleson, Vandeburg's assistant at Dallas, takes over his duties.

KYW Holds Personnel; Planning New Studios

WITH NBC resuming the program management of KYW, Philadelphia, on Sept. 1, Leslie Joy, who formerly held the title of NBC representative at the station and now becomes its manager, announced no immediate changes are contemplated in executive personnel. For the time being KYW will be operated from the WCAU studio building, where for the last two years it has been managed jointly with WCAU by Dr. Leon Levy. Extensive plans are under way for erection of new studios at a site not yet selected.

James P. Degley continues as program director, Ralph A. Sayres as sales director, James Harvey as production manager, J. A. Aull as publicity director and E. H. Gager as plant manager for Westinghouse, licensee of the station. J. F. M. Proulx has been added to the staff as auditor and office manager, transferred from NBC in New York. F. M. Sloan, Westinghouse studio engineer, has been promoted to studio supervisor, replacing Arthur C. Goodnow, transferred to Westinghouse headquarters. Three new engineers have been added: Henry Geist and Abe Cohen, formerly with WCAU, and George E. Hagert, recent graduate of Tufts College.

Progress in Eliminating Flicker Is Claimed for Farnsworth Television

FCC engineers who in mid-August visited the laboratories of Farnsworth Television Inc., Philadelphia, expressed themselves informally as deeply impressed with the images disclosed in laboratory tests using wire transmission. One of them, James P. Buchanan, on Aug. 20 testified at the hearing on Farnsworth's application for ultra-high frequencies for television transmission that the system promises "substantial contributions" to the television art. Mr. Buchanan had accompanied Andrew D. Ring, assistant chief engineer in charge of broadcast services, to the laboratory demonstration.

Philo T. Farnsworth, the inventor and head of the company, testified that between $700,000 and $800,000 has already been expended in research on his cathode-ray system, and named three of the backers of the California corporation owning his company as J. B. McCarger, George Everson and Seymour Turner, all San Francisco.

Donald K. Lippincott, patent attorney and counsel for Farnsworth, testified that the Farnsworth system is free from flicker and asserted it has progressed "much further in production of detail and elimination of flicker than others in this country" and surpasses either the Baird system of England or the Ferenseh system of Germany. The applicant said equipment is ready and radiating towers are up for the experimental service, for which he asked 1,000 watts in the 42,000-56,000 kc. and 60,000-86,000 kc. bands.

UNIVERSAL
Velocity and Carbon Microphones

Universal's latest achievement—Ideal for stage use—Not affected by temperature or humidity—Flat frequency response curve from 40 to 10,000 c. p. s. Output-63 D.B.; Low impedance or direct to grid types. Compact, 2⅝ x 4⅝ in. x 1¼ in. thick—Weight, less than 18 oz.—Head swings to any desired angle—Beautifully finished in black enamel and artistic chrome plate—Ask for new catalog sheet describing Models RL, RP, BH and CB—List $22.50.

Universal Microphone Co., Ltd.
424 Warren Lane, Inglewood, Calif., U.S.A.

New! AMPERITE BOOM (MODEL FSB)

ADJUSTABLE in any DIRECTION

Noiseless action permits noiseless adjustment while operating. Adjustable counterweight and friction clutch provide SMOOTH AND EASY OPERATION. Boom can be lowered or raised by mere pressure of the hand, without requiring any locking devices. Microphone height can be varied from 36" to 96". Length of Boom arm, 28", or more.

List Price, gunmetal, $50.00. Chrome, $55.00

Write for Bulletin "ST. Also new Microphone Proposition

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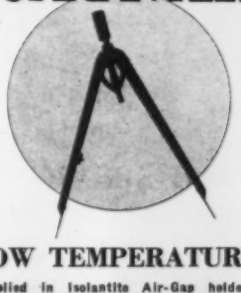

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Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

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Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Women Playing Big Part In Democratic Program

THE Democratic National Committee having recently named Mrs. Henry Morganthau, wife of the Secretary of the Treasury, as radio director of its women's division, the Democratic State Committee of New York has appointed Mrs. Dorothy Schiff Backer, of New York, an enrolled Republican, as chairman of the radio committee for its women's division. Her duties, as announced by Rep. Caroline O'Day, head of the women's division of the state committee who made the appointment, will be to organize "listening posts" throughout the state at which hostesses will entertain their neighbors at parties gathered to hear important radio addresses. Mrs. Backer is the daughter of the late Mortimer Schiff, banker.

Buckeye Net Expands

FIVE stations will comprise the recently formed Buckeye Network of Ohio stations, organized under the auspices of the stations owned by the *Cleveland Plain Dealer*. Starting with WHK, Cleveland; WHKC, Columbus, and WKBN, Youngstown, the network expects also to add WSPD, Toledo and WPAY, Portsmouth. The first two stations are owned by the newspaper, which also has a 40% interest in the Youngstown station. H. K. Carpenter, headquartering at WHK, key station, and general manager of the *Plain Dealer* stations, heads the Buckeye Network, with C. A. McLaughlin, WHK sales manager, in charge of commercials.

Cal-Aspirin on Mutual

STERLING PRODUCTS Inc., New York (Cal-Aspirin) will sponsor *Painted Dreams* on three MBS stations (WGN, WLW, CKLW) beginning Sept. 28, 2:30-2:45 p. m. The program will originate in Chicago and be broadcast by WGN and WLW five days a week, CKLW taking it three days a week under sponsorship and two days on a sustaining basis. Blackett-Sample-Hummert Inc., New York, has the account.

(U.P.)
THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS
FOR DOMINANT NEWS COVERAGE

Sinclair WSM Spot

SINCLAIR REFINING Co., New York, unable to clear time on WSM, Nashville, for its Friday night NBC-Red program, has built a spot program for WSM only, designed along same lines as network production. The WSM spot will be heard at 6:30 p. m., starting Sept. 4, and will carry Red Grange's football predictions. Jack Harris, of WSM, will substitute for Grange, using scripts prepared by Federal Adv. Agency, New York, handling the account.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 25th and 10th of month preceding issues.

Help Wanted

WANTED: General manager for minor market (farm) station. Salary small to start but organization expanding. Must have thorough experience in radio selling. Box 543, BROADCASTING.

Regional Station in Middle Atlantic State is enlarging and reorganizing its staff and will consider applications for positions in studio, program, office and sales departments. Only experienced persons need apply and please furnish complete information in first letter. Box 545, BROADCASTING.

Situations Wanted

Experienced announcer and continuity writer with best of references. Now employed. Box 544, BROADCASTING.

Experienced operator holds Broadcast and Code License. Now employed. Desires change. Box 540, BROADCASTING.

Qualified engineer, employed, desires connection with progressive station. Familiar with design, maintenance. Age 22, single. Available on two weeks notice. Box 546, BROADCASTING.

Two (2) top notch commercial salesmen want to take over complete management and operation of radio station on percentage basis. Location—anywhere. Legitimate—no "high pressure". Best references. Now employed regional network. Address Box 541, BROADCASTING.

Wanted to Buy

Have clients for broadcasting stations now operating. All matters confidential.
Radio Investment Company
Broadcasting Properties
Times Bldg. New York

For Sale—Equipment

FOR SALE — 1 RCA type 1-D one kilowatt transmitter. Complete with two sets of tubes. Transmitter almost new and in excellent condition. Immediate delivery from central destination. Offers being received. Address Box 547, BROADCASTING.

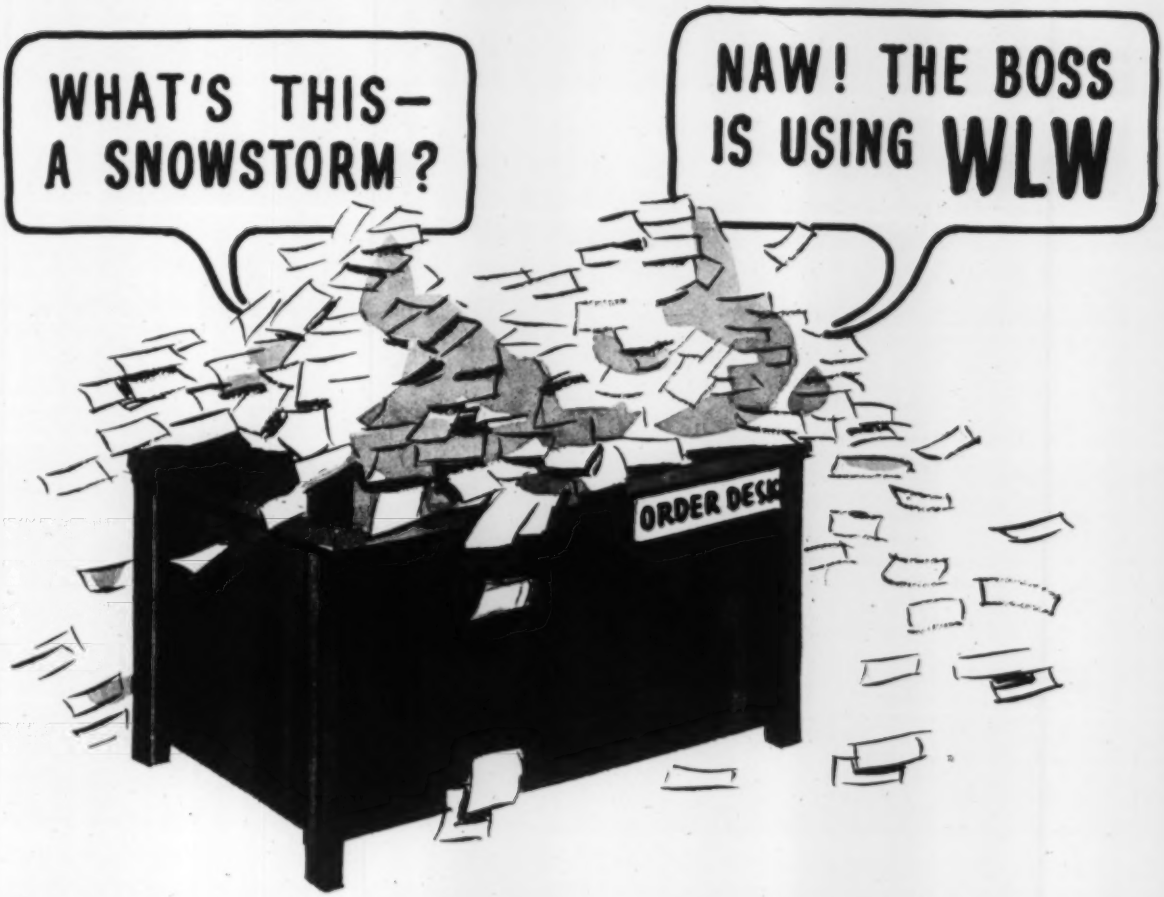
Western Electric 1 Kw 106-B Transmitter

This equipment is an excellent operating condition, having been taken out of service only because of an increase in power. Supplied complete, with two sets of tubes, spare parts and duplicate sets of motor generators and pumps. Designed for operation from 220 Volt DC supply, but can be easily modified for AC operation.

The transmitter is available immediately and can be inspected at any time. Correspondence is invited from anyone interested in securing this equipment at an unusually attractive price. Box 507, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.



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TO SELL 'EM

. . . and WLW reaches listeners . . . . not potential coverage . . . . with your clear and undistorted sales message. Whatever you have to sell – –

SELL IT TO THE NATION THROUGH THE NATION'S STATION

WLW

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